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Limited-edition Studio Number One Poster Commemorates 25th Honda LA Marathon

LOS ANGELES – March 13, 2010 – When you think of Los Angeles, the icons immediately come to mind.

The Hollywood sign. Dodger Stadium. Miles of beaches.

Combine those with the sporting tradition of the premier marathon held in the only American city to have hosted two Olympic Games and you have the visual elements for a memorable 25th anniversary poster for the 2010 Honda LA Marathon presented by K-Swiss.

A specially-commissioned commemorative poster was created by Shepard Fairey's Studio Number One, the nationally-renowned street-artistry firm which produced the ubiquitous *Obey Giant* design and the memorable *Hope* poster in support of Barack Obama's presidential campaign in 2008.

Artist Cleon Peterson designed the commemorative poster, which not only includes three L.A.-area icons, but also the start of one of the largest marathons in the world and 2009 women's champion Tatiana Petrova of Russia. The poster is composed of high-contrast images brightly colored in blue, red and black on a white background and is signed by the artist.

Only 1,050 copies were made, priced at \$45 each (not including sales tax) and \$5 from each purchase will be donated to the Students Run LA program which helps to train at-risk youth to reach higher goals in life through the discipline of training for the race. While they last, posters will be available for purchase at the K-Swiss Concept Store at 2427 Main Street in Santa Monica, at the Studio Number One sales site – www.subliminalprojects.com/main/store/ – and at the Studio Number One booth at the free-admission LA Marathon Expo to be held next Friday and Saturday at Dodger Stadium.

"This is a unique and exciting artwork," noted LA MARATHON LLC creative director Peter Abraham. "The icons of Los Angeles reflect the remarkable new Stadium-to-the-Sea course we will debut on March 21, which begins at Dodger Stadium and finishes near the beach in Santa Monica. Cleon Peterson has created a great souvenir of the 25th Honda LA Marathon."

ABOUT LA MARATHON LLC:

We inspire athletes and connect communities. With thousands of volunteers, tens of thousands of participants, and hundreds of thousands of spectators, the Honda Los Angeles Marathon presented by K-Swiss is one of the largest organized road races in the country. For more information, visit www.lamarathon.com.

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