



For Immediate Release
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**Big 5 Sporting Goods Goes the Distance as Honda LA Marathon Sponsor;
“LA Big 5K” Takes Center Stage**

LOS ANGELES, California –Big 5 Sporting Goods is aligning with the Honda LA Marathon as the event’s official sporting goods retailer and title sponsor of the “LA Big 5K,” the popular race held the day before the marathon. The Southern California-based company has signed a new multi-year sponsorship deal.

“We have been outfitting sports enthusiasts in Los Angeles and beyond for more than half a century, and we are thrilled to play a role in such an important sporting event where many of our customers work and live,” said Rick Gridley, Big 5 Sporting Goods Public Affairs Director. “We look forward to continuing our partnership with the Honda LA Marathon and helping to elevate the LA Big 5K to be a signature part of marathon weekend.”

The 2012 LA Big 5K will be held on March 17 at 8 a.m. on a loop course beginning and ending near the massive Honda LA Marathon Expo at Dodger Stadium. Many of the runners use the LA Big 5K as a warm up to the marathon or as a way to be part of the excitement of the marathon weekend. This year’s Honda LA Marathon will be held the following day, on March 18, on the scenic “Stadium to the Sea” route, which takes runners from Dodger Stadium to the Santa Monica Pier. Registration for both events is available online at www.lamarathon.com.

Big 5 will be holding a number of promotions to encourage participation from runners throughout Southern California in the months leading up to the race. All participants in the Honda LA Marathon and LA Big 5K will receive an exclusive offer from the sporting retailer after registering for either of the events. Four stores across LA County will rotate a weekly training run beginning mid-February to help prepare runners for the big day.

“We are excited to have Big 5 Sporting Goods as a member of our marathon family,” said LA MARATHON LLC Chief Operating Officer Nick Curl. “We are particularly pleased to have such strong support from local companies like Big 5 - their continued involvement reinforces what we believe is unique about Los Angeles and the 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 LA Marathon is one of the largest organized road races in the country.

ABOUT BIG 5 SPORTING GOODS (NASDAQ: BGFV)

Although it has grown to 406 stores in 12 Western states, Big 5 is – at its core – a California company, beginning with five stores in Los Angeles, Burbank, Glendale, Inglewood and San Jose in 1955. With more than 8,000 employees and nearly \$900 million in sales during 2010, Big 5 is a sporting goods powerhouse that offers a wide range of quality, name-brand products at affordable prices, while delivering first-rate customer service.

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