

HONDA MARATHON

For immediate release
January 5, 2012

Contact: Jason Greenwald or Heather Herndon
310/974-6680

Resolve to Run the 2012 Honda LA Marathon: Discount Pricing Ends Jan. 15th

Join Thousands of Runners on Iconic, Fast 'Stadium to the Sea' Course; Low Price Ends in 10 Days

Los Angeles – It's time to make good on those New Year's Resolutions. For a limited time, runners who commit to run the 2012 Honda LA Marathon will save \$10 by registering in time for discount pricing, which ends Jan. 15th. The Honda LA Marathon is expected to draw another great field of runners from throughout Southern California, across the nation and around the world.

The Honda LA Marathon, recently named Best Marathon in the West by the readers of Competitor Magazine, is one of the five largest marathons in the U.S. and one of the 10 largest worldwide. The iconic "Stadium to the Sea" course runs through four cities – Los Angeles, West Hollywood, Beverly Hills and Santa Monica – and the federal VA property, taking runners past a highlight reel of sites starting at Dodger Stadium and including landmarks such as the Hollywood Walk of Fame, Sunset Strip and Rodeo Drive, with the finish line just steps from the Pacific Ocean and the Santa Monica Pier.

Currently priced at \$145, the cost of the race will increase to \$155 on Jan. 16th. That price is in line with other major marathons around the country, such as New York, Boston and Chicago. The 2012 race will be held on Sunday, March 18th.

"Runners still have time to take advantage of discount pricing for another week and a half," said LA MARATHON LLC Chief Operating Officer Nick Curl. "Sign up now, cross it off your to-do list, and we'll see you at the starting line on March 18th."

Jan. 15th is also the deadline for two other perks: seeded corral placement and personalized bibs. Runners who have achieved a marathon finishing time of less than three, four or five hours since July 1, 2010 are eligible for placement into secure start areas that are designed to offer a quicker, smoother start for all runners. Participants must submit information via fax or email to be eligible.

All runners can have their name, nickname or other information printed on their race bib – which makes it easiest for fans to cheer them on during the race. A name or phrase of up to 11 characters can be requested prior to the Jan. 15th deadline. Runners who have already signed up may request corral placement and/or bib personalization until that same date.

"Every year, we strive to make the race-day experience even better," Curl said. "There's nothing better than hearing a crowd of spectators chanting your name as you turn the corner from San Vicente onto Ocean Avenue for the final stretch of the race. And with the corrals, we plan to give runners their best start ever."

Honda LA Marathon Early-Bird Price Deadline

Jan. 5th, 2012

Page Two

The “Stadium to the Sea” course debuted in 2010, with a record total of more than 26,000 participants. In 2011, Ethiopia’s Markos Geneti shattered the course record by nearly two minutes, with a world-class time of 2:06:35. The race is now the fastest marathon in the Western United States. For more race information, including a full list of landmarks & sights along the way, visit www.lamarathon.com.

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.

###