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BIG 5 SPORTING GOODS RETURNS AS TITLE SPONSOR OF LA BIG 5K

Locally-Headquartered Sporting Goods Retailer Announces Multi-Year Sponsorship Renewal

LOS ANGELES, March 4, 2014 — LA MARATHON LLC and Big 5 Sporting Goods, headquartered in El Segundo, have officially announced a multi-year partnership renewal that positions Big 5 Sporting Goods as the title sponsor of the LA BIG 5K and Official Sporting Goods retailer of the ASICS LA Marathon for the fourth consecutive year.

“Big 5 Sporting Goods is thrilled with extending the ongoing successful partnership with LA MARATHON LLC,” said Rick Gridley, Public Affairs Director for Big 5 Sporting Goods. “It is a privilege to sponsor the world class ASICS LA Marathon while having the opportunity to interact with thousands of our Southern California customers who participate in the LA BIG 5K, at iconic Dodger Stadium.”

The 2014 LA BIG 5K will be held on March 8th, 2014 at 8:00 am on a 3.1 mile loop through the picturesque Elysian Park starting at Dodger Stadium. The LA BIG 5K is the official warm-up race of the ASICS LA Marathon and is a great way to be part of the excitement of marathon weekend, either as a runner or walker. The ASICS LA Marathon will be held the following day, on March 9th, on the scenic "Stadium to the Sea" route, which takes runners from Dodger Stadium to the Santa Monica Pier. The ASICS LA Marathon is sold out, but a limited number of LA BIG 5K entries will be sold on Friday, March 7th at the NutriBullet Health & Fitness Expo at the Los Angeles Convention Center and, pending availability, at Dodger Stadium on Saturday morning.

“The LA BIG 5K is an important component of our marathon weekend and a great way to experience the excitement of the weekend’s activities,” said Tracey Russell, CEO of LA Marathon LLC. “We are fortunate to have Big 5 Sporting Goods as a member of our partnership family. It’s the continued support and commitment from locally headquartered companies like Big 5 Sporting Goods that reinforces what we believe is unique about Los Angeles and the ASICS LA Marathon.”

The LA BIG 5K is the culmination of the popular Big 5 Training Runs. These community fun runs generate excitement for the upcoming race and provide a support network for runners around the city training for either the LA BIG 5K or the ASICS LA Marathon. The fun runs are presented at three Big 5 Sporting Goods store locations in the Los Angeles area with a final training run at their headquarters in El Segundo. All athletes participating in the ASICS LA Marathon and/or LA BIG 5K receive an exclusive offer from the sports retailer upon registration, and Big 5 Sporting Goods will be extending its outreach and support for the running community through its partnership with LA MARATHON LLC in 2015.

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LA MARATHON LLC is a leading U.S. running organization dedicated to inspiring the athlete in every runner and connecting communities through health and fitness. The ASICS LA Marathon is among the largest marathons in the country with more than 25,000 participants, thousands of volunteers and hundreds of thousands of spectators. The “Stadium to the Sea” course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. The race has been named “Best Big City Race” by Runner’s World. LA MARATHON LLC will host the 2016 Olympic Team Trials for Men’s and Women’s Marathon, awarded by USA Track & Field and the U.S. Olympic Committee, which will take place in Los Angeles February 13, 2016. For more information, please visit www.lamarathon.com.

BIG 5 SPORTING GOODS

Big 5 Sporting Goods (NASDAQ: BGFV) is a leading sporting goods retailer in the western United States, operating 425 stores in 12 states. Big 5's full-line product offering includes athletic shoes, apparel and accessories, as well as a broad selection of outdoor and athletic equipment for team sports, fitness, camping, hunting, fishing, tennis, golf, winter and summer recreation and roller sports. For more information and a complete list of locations, visit Big 5 Sporting Goods online at

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