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LA MARATHON LLC PURSUES CERTIFICATION FROM THE COUNCIL FOR RESPONSIBLE SPORT

Organizer implements sustainability efforts and social responsibility initiatives for 2015 ASICS LA Marathon and 2016 U.S. Olympic Team Trials Marathon

LOS ANGELES (February 10, 2015) – While runners will have their sights set on crossing the finish line of the 2015 ASICS LA Marathon, LA MARATHON LLC, the organizer of the marathon, will continue making strides to create a more sustainable and socially responsible event, and today announced its pursuit of certification from the Council for Responsible Sport.

To achieve certification, LA MARATHON LLC, in conjunction with sponsors, vendors and staff, has developed a comprehensive plan that includes recycling, composting, reducing, reusing and eliminating event generated materials. From the use of local vendors to promoting locally-owned businesses to out-of-town participants and spectators, LA MARATHON LLC also aims to have a positive impact on the local community.

The implementation of environmentally and socially responsible initiatives for the 2015 ASICS LA Marathon will pave the way for future sustainable sporting events, as the city looks ahead to hosting the 2016 U.S. Olympic Team Trials Marathon on February 13, 2016.

“Attaining certification from the Council for Responsible Sport will help solidify LA MARATHON LLC as an industry leader in endurance sports and reinforce our vision serving as a catalyst for economic and social impact in the local community,” said Tracey Russell, Chief Executive of LA MARATHON LLC. “With the 30th edition of the ASICS LA Marathon and the 2016 U.S. Olympic Trials in sight, we are committed to bringing a more sustainable marathon to our participants, sponsors and the surrounding communities.”

Here are some of the many things LA MARATHON LLC is doing to make its event more sustainable in 2015 and beyond:

Commitment to a sustainable event:

- Measure, manage and report on Environmental and Social performance
- Be transparent about operations through digital communication, signage and outreach
- Follow the guidelines of the Council for Responsible Sport and all the cities the event involves

To achieve a goal of diverting 75% of waste on race weekend, LA MARATHON LLC will do the following:

- Adopt a procurement policy and work with all vendors to reduce any unnecessary waste
- Best in class waste management stations in partnership with the local municipalities for recycling and composting

- Measure and manage water and carbon footprint

Being a Good neighbor:

- Be accessible and inclusive by getting under-represented people engaged and introduce new people to the sport
- Support and promote local business and partner for the common good
- Have a donation program for unused food and clothing generated at the event.

For a complete list of detailed initiatives, please visit <http://www.lamarathon.com/race-weekend/sustainability>.

LA MARATHON LLC will also encourage participants, spectators and the local communities to take steps to be more sustainable at the 2015 ASICS LA Marathon. Ways that supporters can green their running habits include:

- Reduce your carbon footprint race weekend by taking public transit, biking or sharing rides with friends and family
- Use a reusable bottle on race day and refill it at the water stations along the course
- Help our Green Team by disposing of trash in the proper receptacles
- Consider volunteering for a shift with our Green Team during race weekend to help with our recycling and composting effort.

The 30th edition of the ASICS LA Marathon includes a week of festivities beginning with the ASICS LA Marathon KidsMarathon Final Mile at Dodger Stadium on March 8, the NutriBullet Health & Fitness Expo March 13-14, the LA Big 5K on March 14 and the ASICS LA Marathon on March 15. The more than 32,000 participants and families who are expected to partake in these events come from all 50 states and over 57 countries from around the world. For more information on LA MARATHON LLC's commitment to sustainability, please visit www.lamarathon.com.

About LA MARATHON LLC

LA MARATHON LLC, a subsidiary of McCourt Global, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. 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. 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.

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