

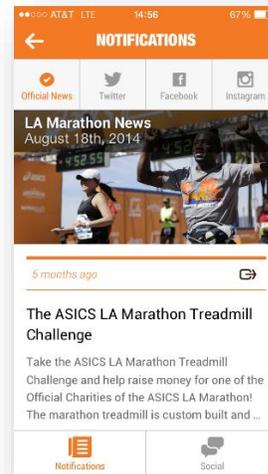


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CONTACT: Ryan Cavinder
(213) 542-3006
ryan.cavinder@lamarathon.com

ASICS LA MARATHON LAUNCHES APP IN ANTICIPATION OF 30TH EDITION RACE
Available on Apple App Store and Google Play Store

LOS ANGELES (August 26, 2014) – Available today, the 2015 ASICS LA Marathon app offers a world-class experience that allows runners, spectators and the entire Los Angeles community easy access to race information and unparalleled tools designed to enhance their involvement with the 30th edition race taking place on March 15, 2015.



Centered in the entertainment capital of the world, the ASICS LA Marathon fittingly teamed up with app developer Aloomba (known for their work with major international music festivals) to pioneer a unique experience for marathon runners. Highlighted by a creatively designed, GPS-enabled course map, the app allows both runners and spectators to easily navigate the course and its amenities while learning about the many landmarks and entertainment acts that make up the iconic Stadium to the Sea course.

“Planning is the key factor in a successful marathon experience.” stated LA MARATHON LLC Chief Executive Tracey Russell. “With our new website and this incredible app we have given our runners and spectators the tools to ensure they have a memorable race week.”

The native app has been designed to ensure that runners can access race information anytime, anywhere while also taking full advantage of social media features, including custom ASICS LA Marathon photo borders and the ability to take part in the social conversation surrounding the marathon.

The 2015 ASICS LA Marathon app is available today, at no cost, in the Apple App Store and Google Play Store. Registration for the 2015 race will open on October 1, 2014 at 9 AM PDT.

Please visit www.lamarathon.com/event-info/smartphone-app for more information. The 2015 ASICS LA Marathon app was developed by Aloomba, LLC, a mobile development company founded in 2009.

To download the app, click the link for the following phone options:

iPhone: <https://www.itunes.apple.com/us/app/asics-la-marathon/id909744062?ls=1&mt=8>

Android: <https://www.play.google.com/store/apps/details?id=com.marathon.la>

LA MARATHON LLC creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sports. 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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