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CONTACT: Shana Reyes
(973) 588-2000
sreyes@coynepr.com

**LA MARATHON LLC NAMES CARSTEN PREISZ
VP OF BRAND STRATEGY & MARKETING**

Coyne PR Los Angeles selected to help lead branding and marketing efforts for ASICS LA Marathon, other properties

Los Angeles and Parsippany, N.J., December 17, 2013 – LA MARATHON LLC announced today that it has named Carsten Preisz as its Vice President of Brand Strategy and Marketing, where he will lead marketing and business development opportunities both in the U.S. and on a global basis.

In addition to Preisz, LA MARATHON LLC has hired Coyne Public Relations' Los Angeles team to assist in PR and marketing efforts for its portfolio of endurance properties, which includes the ASICS LA Marathon, one of the five largest marathons in the country and the tenth largest in the world, with close to 24,000 participants, as well as thousands of volunteers and hundreds of thousands of spectators each year.

“Carsten is an important addition to our senior management team, where he will play a key in-house role for us as we align with additional partners, expand our portfolio and elevate our brand,” said Tracey Russell, Chief Executive Officer of LA MARATHON LLC.

“And, as we continue to grow the ASICS LA Marathon into a ‘must-run’ global event for marathoners, we recognized Coyne PR’s potential to help us increase our visibility nationally and internationally, as well as to leverage Los Angeles as a destination race; they’ve clearly demonstrated that ability through their stellar track record and proven experience in the endurance sports space.”

Preisz comes to ASICS LA Marathon from Freemark Entertainment LLC, a sports and entertainment marketing agency, where he was a Partner. Freemark Entertainment's client roster includes the professional Lacrosse team New York Lizards, the Reno Air Races and several other sports and entertainment properties.

Preisz also brings significant branding and marketing experience and knowledge to the ASICS LA Marathon from senior management and executive positions with iconic brands including Bentley, Rolls-Royce, Spyker and Bang & Olufsen. He holds a degree in International Business with emphasis on Marketing and began his career in the U.S. in the Danish Foreign Service, serving as Commercial Diplomat to the Los Angeles market.

“I am proud to have called Los Angeles home for the past 30 years and find that the new and beautiful ‘Stadium to the Sea’ race course is the absolute best showcase of the wonders and sights Los Angeles has to offer,” said Preisz. “There is no event or activity that does that better than the ASICS LA Marathon.”

Coyne PR’s Los Angeles office, which opened in July 2013, will be responsible for assisting in the development of overall communications and public relations strategy, including support of the 2014 ASICS LA Marathon, and LA MARATHON LLC’s ongoing bid efforts to host the 2016 U.S. Olympic Marathon Trials. Coyne PR will lead overall media relations surrounding LA MARATHON LLC events, including management of all local and national press outreach and awareness, among other responsibilities.

“I’ve run six marathons and had the pleasure of running the ASICS LA Marathon last year,” said Heather Krug, General Manager of Coyne PR West Coast. “Distance running is one of the most inspirational endurance events and the ASICS LA Marathon in the entertainment capital has all of the elements to become one of the most popular marathons in the world. We’re extremely eager to help them get the recognition they deserve on a global scale.”

ABOUT LA MARATHON LLC:

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 five largest marathons in the country and the ten largest in the world, with close to 24,000 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* and Best Marathon in the West by *Competitor Magazine*.

ABOUT COYNE PUBLIC RELATIONS:

Coyne Public Relations, LLC, is a full-service public relations agency with expertise in a variety of categories. With offices in New Jersey, New York and Los Angeles, the agency consistently displays the knowledge and creativity that has made it one of the country’s fastest growing agencies. Prominent companies including the World Triathlon Corporation (IRONMAN), The Walt Disney Company, Hard Rock International, Red Robin Gourmet Burgers, Chrysler, Daytona International Speedway, Goodyear Tire & Rubber Company, Mary Kay, Inc., Shell Lubricants and the United States Golf Association look to Coyne Public Relations to create high-profile public relations programs that deliver significant results and help them achieve their marketing communications goals. The agency has won more than 100 industry honors in just the past year. Recent awards include being named Midsize Agency of the Year by *PRWeek*, Consumer Agency of the Year, Best Agency to Work For in America and Small Agency of the Year by *The Holmes Report*.

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