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**LA MARATHON LLC NAMES NATIONALLY RENOWNED SPORTS EXECUTIVE
MARK SCOGGINS AS VICE PRESIDENT OF BUSINESS DEVELOPMENT**

LOS ANGELES (August 14, 2014) – LA MARATHON LLC announced today that as of August 11th, Mark Scoggins has taken the position of Vice President of Business Development, where he will lead business development efforts both in the U.S. and on a global basis.

Scoggins joins LA MARATHON LLC after having spent the past two years in Chicago as the Chief Revenue Officer for the National Basketball Retired Players Association. Prior to that, Scoggins spent more than two decades with the Los Angeles Lakers as an Executive Vice President, overseeing and expanding corporate sponsorships. Following his tenure with the Los Angeles Lakers, Scoggins worked with Magic Johnson Enterprises for five years, where he held the position President of Business Development, procuring corporate partnerships, endorsements and joint venture deals on behalf of the Magic brand, including the Magic Johnson Foundation.

“We are thrilled to add Mark to our team, where he will play a key senior management role as we align with additional corporate partners and elevate our brand properties,” said Tracey Russell, Chief Executive of LA MARATHON LLC. “It’s an incredibly exciting time for our organization as we continue to grow the ASICS LA Marathon into a ‘must-run’ global event for marathoners and prepare to host the U.S. Olympic Team Trials for Men’s and Women’s Marathon in 2016”, added Russell. “Mark’s extensive experience with industry leading sports properties will prove to be invaluable as we enter a phase of expansion and growth.”

“As a native Angelino, I am very excited to return to Los Angeles to be part of a leading organization in the endurance sports industry”, Mark Scoggins said. “LA MARATHON LLC has a very strong reputation and is on a solid growth trajectory with great plans for the ASICS LA Marathon and the other race properties. I am convinced we will be able to increase the number of corporate partners and leading brands interested in connecting with a large and influential group of active consumers, who participate in the ASICS LA Marathon and our other races.”

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.