



**FOR IMMEDIATE RELEASE**

**CONTACT:** Carsten F. Preisz  
(213) 542-3014  
[carsten.preisz@lamarathon.com](mailto:carsten.preisz@lamarathon.com)

**LA MARATHON LLC NAMES INTERNATIONALLY RENOWNED SPORTS EXECUTIVE  
MURPHY REINSCHREIBER AS VICE PRESIDENT OF OPERATIONS**

LOS ANGELES (October 7, 2014) – LA MARATHON LLC announced today the hiring of Murphy Reinschreiber as Vice President of Operations. Reinschreiber will oversee the development and execution of existing race properties and lead efforts to expand the LA MARATHON LLC portfolio of brands both in the U.S. and on a global basis.

Reinschreiber joins LA MARATHON LLC from Challenge Family GmbH, where he served as Managing Director of the Challenge Family Triathlon Series in the Americas and Asia. Prior to that, he was the Managing Director of Asia Pacific for World Triathlon Corporation/Ironman. Reinschreiber's endurance sports career spans more than 30 years during which time he launched and managed major endurance events in 16 countries as well as represented athletes who have won more than 50 world championships.

"We're excited and fortunate to add Murphy to our expanding team. Murphy is an icon in the triathlon industry and his extensive event management experience in endurance sports is without equal", said Tracey Russell, Chief Executive of LA MARATHON LLC. "It's a special time for LA MARATHON LLC as we celebrate the 30<sup>th</sup> edition of the ASICS LA Marathon and stage the USA Track & Field U.S. National Marathon Championships on March 15, 2015, as well as prepare to host the U.S. Olympic Team Trials for Men's and Women's Marathon in February 2016", added Russell. "Murphy's relevant experience growing large endurance sports events with both recreational participants and professional endurance athletes will prove invaluable as we host the best international and U.S. marathon runners."

"When the opportunity presented itself to further develop the ASICS LA Marathon and host the 2016 Olympic Team Trials for Men's and Women's Marathon, the decision was not difficult", said Reinschreiber. "I'm excited and feel privileged to be able to focus on the development and production of a major international event. While the ASICS LA Marathon is a very established and attractive destination marathon, the event has a lot of upside, and I'm eager to see how far we can take it."

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 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](http://www.lamarathon.com).

###