

# CONQUR<sup>®</sup>

## ENDURANCE GROUP

**FOR IMMEDIATE RELEASE**

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### **Muscle Milk Named Official Protein and Recovery Drink of Skechers Performance Los Angeles Marathon**

*Industry leader signs multi-year agreement for all Conqur Endurance Group Events*

LOS ANGELES, CA (December 14, 2016) – Conqur Endurance Group today announced a multi-year partnership with CytoSport, Inc., one of the leading sports nutrition companies and the maker of Muscle Milk products, covering Conqur’s year-round calendar of events, including the iconic Skechers Performance Los Angeles Marathon. Athletes at Conqur events will have post-race access to Muscle Milk products, ensuring a speedy recovery from an enjoyable race.

“We are thrilled to have Muscle Milk join the Conqur family as it is our mission to help athletes exceed extraordinary limits” said Sheri Wish, Vice President, Business Development for Conqur Endurance Group. “Partnering with Muscle Milk gives our athletes the resources they need to be their best.”

“This partnership provides us with the platform to directly support the running community in Los Angeles and to provide nutritional support for all participants of Conqur events,” said David Ndeto, director of national events for the Muscle Milk brand. “Recovery and nutrition are important elements to every training program, and we’re proud to be able to support that with our products, especially with our new protein bars.”

The multiyear partnership will commence with the inaugural Pasadena Half Marathon & 5K at the Rose Bowl, where athletes will enjoy The Muscle Milk brand variety of protein and recovery drinks as well as their new protein bars. Athletes at Conqur events will have year-round access to their products at race expos, after LA Road Runners training runs and post-race recovery areas.

Limited entries remain for both the Pasadena Half Marathon & 5K at the Rose Bowl and the Skechers Performance Los Angeles Marathon. Visit [www.goconqur.com](http://www.goconqur.com) to learn more about Conqur Endurance Group and its events.

#### **ABOUT CYTOSPORT, INC.**

CytoSport, Inc. is among the most trusted and recognized sports nutrition and functional beverage companies in the United States. As the maker of MUSCLE MILK<sup>®</sup>, MONSTER MILK<sup>®</sup> and CYTOMAX<sup>®</sup> brands, CytoSport, Inc. is dedicated to providing premium protein products that elevate everyday performance for everybody. Our portfolio serves the needs of elite athletes, active lifestyleists and weekend warriors with a wide-range of innovative protein-enhanced solutions that taste great and appeal to evolving consumer demands. The company is a trusted partner with storied collegiate athletic programs, world-class professional athletes, and elite training facilities. All CytoSport, Inc. powder products are NSF Certified for Sport<sup>®</sup> ensuring their safety and freedom of banned substances. In 2014,

Fast Company listed us as one of the world's top 10 most innovative companies in fitness. CytoSport, Inc. was also named one of CircleUp25's 2013 most innovative companies for consumer brands (specifically the MUSCLE MILK® brand) by Forbes magazine. The company was founded in 1998 by the Pickett family, acquired by Hormel Foods Corporation in 2014, and is headquartered in Walnut Creek, Calif.

CONQUR ENDURANCE GROUP, a subsidiary of McCourt LP, is a global endurance brand that channels the vibrancy of Los Angeles into experiences for individuals and communities to exceed extraordinary limits. The Skechers Performance Los Angeles Marathon, the marquis property in the Conqur portfolio, 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. In addition to the marquee event, Conqur Endurance Group produces the Santa Monica Classic 5K/10K, the LA BIG 5K and recently added the Pasadena Half Marathon & 5K at the Rose Bowl, with the inaugural event slated for January 22, 2017. For more information, please visit [www.goconqur.com](http://www.goconqur.com).

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