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CONQR ENDURANCE GROUP PURSUES RECERTIFICATION FROM THE COUNCIL FOR RESPONSIBLE SPORT

Organizer implements sustainability efforts and social responsibility initiatives for 2017 Skechers Performance Los Angeles Marathon.

LOS ANGELES (February 15, 2017) – Some 24,000 athletes will have their sights set on crossing the finish line of the 2017 Skechers Performance Los Angeles Marathon. Conqr Endurance Group, the organizer of the marathon, is making strides to create a more sustainable and socially responsible event, and announced today its pursuit of recertification from the Council for Responsible Sport.

To achieve certification, Conqr Endurance Group has developed a comprehensive plan in conjunction with sponsors and local vendors promoting locally-owned businesses that include recycling, composting, reducing, reusing and eliminating event generated materials. The implementation of environmentally and socially responsible initiatives for the 2017 Skechers Performance Los Angeles Marathon will pave the way for future sustainable sporting events.

“Attaining recertification from the Council for Responsible Sport will help solidify Conqr Endurance Group as an industry leader in endurance sports and reinforce our vision serving as a catalyst for economic and social impact in the Los Angeles,” said Tracey Russell, Chief Executive of Conqr Endurance Group. “With the 32nd edition of the Skechers Performance Los Angeles Marathon, we are committed to bringing a more sustainable marathon to our participants, sponsors and the surrounding communities.”

Here are some of the many things Conqr Endurance Group is doing to make the marathon more sustainable in 2017 and beyond:

Commitment to a sustainable event:

- Measure, manage and report on Environmental and Social performance
- Be transparent about operations through digital communication, signage and outreach
- Follow the guidelines of the Council for Responsible Sport and all the cities the event involves

To achieve a goal of diverting 75% of waste on race weekend, Conqr Endurance Group will do the following:

- Adopt a procurement policy and work with all vendors to reduce any unnecessary waste

- Best in class waste management stations in partnership with the local municipalities for recycling and composting
- Measure and manage water and carbon footprint

Being a good neighbor:

- Be accessible and inclusive by getting under-represented people engaged and introduce new people to the sport
- Support and promote local business and partners for the common good
- Have a donation program for unused food and clothing generated at the event

For a complete list of detailed initiatives, please visit <http://www.lamarathon.com/race-weekend/sustainability>.

Conqur Endurance Group will also encourage participants, spectators and the local communities to take steps to be more sustainable at the 2017 Skechers Performance Los Angeles Marathon. Ways that supporters can green their running habits include:

- Reduce your carbon footprint race weekend by taking public transit, biking or sharing rides with friends and family
- Use a reusable bottle on race day and refill it at the water stations along the course
- Help our Green Team by disposing of trash in the proper receptacles
- Consider volunteering for a shift with our Green Team during race weekend to help with our recycling and composting effort.

The 32nd edition of the Skechers Performance Los Angeles Marathon includes a week of festivities beginning with the 26th Mile at Dodger Stadium on March 12th, the Skechers Performance Los Angeles Marathon Health & Fitness Expo March 17th and 18th, the LA BIG 5K on March 18th and the Skechers Performance Los Angeles Marathon on March 19th. The more than 35,000 participants and families who are expected to partake in these events come from all 50 states and over 63 countries from around the world. For more information on Conqur Endurance Group's commitment to sustainability, please visit www.lamarathon.com.

About Conqur Endurance Group

Conqur Endurance Group, a subsidiary of McCourt LP, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles 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. 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. For more information, please visit www.goconqur.com.

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