

January 26, 2016

LA Marathon LLC Establishes Conqur Endurance Group; Adds Pasadena Half Marathon to Portfolio

LA MARATHON LLC, a subsidiary of McCourt Global and host of the iconic Skechers Performance Los Angeles Marathon, today introduced its new Master Brand, Conqur Endurance Group, a global company that designs, markets and executes a series of extraordinary endurance events. The bold new brand reflects the company's growth, with the addition of new properties to its portfolio, along with its vision to channel the vibrancy of Los Angeles into experiences for individuals and communities to exceed extraordinary limits.

Building upon its marquee event, the Skechers Performance Los Angeles Marathon, Conqur has added a half marathon to its portfolio – the Pasadena Half Marathon at the Rose Bowl taking place on January 22, 2017. Additional properties within the Conqur portfolio include the LA BIG 5K, the Santa Monica Classic and the LA Road Runners. Conqur's bold new tagline, "Triumph in Motion," encourages event participants, partners, and the brand itself to use endurance as a conduit for inspiring, training and testing human grit and celebrating the force of authentic human connection and aspiration.

"Conqur Endurance Group embodies and embraces the Los Angeles style and vibrancy that makes our annual marathon such a unique experience," said Tracey Russell, Chief Executive of Conqur Endurance Group. "Establishing Conqur Endurance Group as a Master Brand will enable us to position and market the individual events in our portfolio with a distinct brand proposition and personality that we can more effectively tie back to the flagship brand, the Skechers Performance Los Angeles Marathon."

This year, Conqur Endurance Group will unite runners and the community to celebrate the most epic running week in U.S. history by hosting the U.S. Olympic Team Trials Marathon on Saturday, February 13th, followed by the annual Skechers Performance Los Angeles Marathon on Valentine's Day, February 14th. The annual Skechers Performance Los Angeles Marathon continues to rise to prominence as one of the largest marathons in the country. With back-to-back sold out fields in 2014 and 2015, increased international participation, and



more than \$4 million raised annually for charities worldwide, approximately 26,000 runners are expected to register to take on the iconic "Stadium to the Sea" course next month. Over the past year, the race has brought on four new marquee sponsors, including title sponsor Skechers Performance, Fitbit, Air France and Angel City Brewery.

Conqur is proudly hosting the 2016 U.S. Olympic Team Trials Marathon on February 13, 2016, the day before the annual Skechers Performance Los Angeles Marathon. For the first time in event history, the Trials will be broadcast live nationally, on NBC. The Trials will deliver a record \$600,000 prize purse and will see the largest ever number of elite participants, with more than 350 runners competing for a spot on Team USA for Rio 2016. In preparation for hosting the Trials, Conqur expanded its team with the addition of seven industry experts across multiple divisions including marketing, operations, and trials support.

For more information on Conqur Endurance Group, please visit www.goconqur.com.

About Conqur Endurance Group

Conqur Endurance Group, a subsidiary of McCourt Global, 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 26,000 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. Conqur Endurance Group will host the 2016 Olympic Team Trials for Men's and Women's Marathon, awarded by USA Track & Field and the United States Olympic Committee, which will take place in Los Angeles on February 13, 2016. For more information, please visit www.goconqur.com.

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