



Press Release

For Immediate Release

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New Balance to Sponsor Inaugural Marine Corps Historic Half

Sold-out event to be held May 18, 2008 in Fredericksburg, VA

QUANTICO, VA - The Marine Corps Marathon announced an agreement that recognizes New Balance as a presenting sponsor of the inaugural Marine Corps Historic Half (MCHH), to be held May 18, 2008 in Fredericksburg, VA.

“We are honored to be affiliated with the inaugural Marine Corps Historic Half Marathon,” said Stanford Jennings, southeast regional sales manager at New Balance. “Being a presenting sponsor of a brand new race is an exciting way for us to reach out to the running community to highlight our innovative performance products and unique brand attributes.”

The Boston, MA based New Balance will be the exclusive running footwear and performance apparel sponsor for the event, with New Balance branded merchandise featured at the MCHH Healthy Lifestyle Expo and at the on-line store, managed by Sureship. The Expo will be held at the Fredericksburg Expo and Conference Center on May 17-18, 2008.

“A partnership with New Balance gives great credibility to the inaugural Marine Corps Historic Half,” said Rick Nealis, race director. “The Marine Corps and New Balance share many core values including an on-going commitment to a healthy lifestyle and the community.”

In addition to New Balance, the MCHH is sponsored by Aetna, the University of Mary Washington and Marine Federal Credit Union.

About New Balance: New Balance, headquartered in Boston, MA, is the leading manufacturer of technologically innovative width-sized performance footwear and athletic apparel for women, men and children. The range of product categories includes running, walking, training, basketball, tennis, cleated and kids. New Balance Athletic Shoe, Inc. employs more than 2,800 people around the globe, and in 2006 reported worldwide sales of \$1.55 billion. For more information, please visit www.newbalance.com.

About the Marine Corps Historic Half: The Inaugural Marine Corps Historic Half will be held on May 18, 2008 in Fredericksburg, VA and is the first time in MCM history that the organization will hold a running event outside of traditional race weekend. Founded in 1976, Marine Corps Marathon is currently the 4th largest marathon in the US and the 7th largest marathon in the world. Known for a commitment to excellence and impeccable organization, the Marine Corps Marathon brings 32 years of planning experience to the creation of a new running event. No federal or Marine Corps endorsement implied.

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