



NISSAN NAMED EXCLUSIVE VEHICLE OF MARINE CORPS MARATHON

RUNNER'S WORLD CHIEF RUNNING OFFICER BART YASSO
TO OFFER RUNNING TIPS AT EVENT'S HEALTH AND FITNESS EXPO

WASHINGTON, October 8, 2009 --. Nissan was named the exclusive vehicle partner of the 2009 Marine Corps Marathon scheduled for Sunday, October 25, and it will be the presenting sponsor of the Marine Corps Marathon Speaker Series on Friday, October 23 and Saturday, October 24.

Bart Yasso, who is the Chief Running Officer of Runner's World Magazine and the Nissan 'Master' representative, will make appearances at the Health and Fitness Expo at the Washington Convention Center on October 23 (12-2 p.m.) and October 24 (10 a.m.-12 p.m.). Yasso, 54, is one of the few people to have completed races on all seven continents. He completed the Ironman Triathlon seven times, the Badwater 146 through Death Valley (Calif.) and invented the Yasso 800, a marathon-training schedule used by thousands around the world. Yasso, who ran the Marine Corps Marathon twice, will provide running tips and answer training questions at the speakers series stage and sign autographs at the Nissan booth. Dubbed the 'Mayor of Running,' Yasso will be one of several participants in the Marine Corps Speaker Series presented by Nissan.

"Nissan is excited to become the exclusive vehicle partner of the 2009 Marine Corps Marathon, one of America's premier road races," said Christian Meunier, vice president, Marketing, Nissan North America. "This partnership is a great way to bring our Master the Shift platform to the active lifestyle community and allows us to connect to consumers in a way that aligns Nissan with the passions."

Nissan will have a strong presence at the Health and Fitness Expo. In addition to the appearances by Yasso, the booth will feature Nissan vehicle displays, interactive activities for consumers and an opportunity to enter a sweepstakes to win a new Nissan Altima.

"Partnering with Nissan and incorporating the Master the Shift initiative in various ways during MCM Weekend supports a critical mission objective-promoting physical fitness," said MCM Director and former Marine Rick Nealis.



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Nissan's Master the Shift program will target active lifestyle enthusiasts through a series of 13 high-profile running and cycling events nationwide, master trainer endorsements, online activity and a print campaign. Four elite athletes and trainers --Nissan Masters-- will offer a rare inside look at how they train for success and offer tips on how to shift their own performance to a new level of personal achievement. The Masters also will offer training plans, blogs and video segments on www.mastertheshift.com, where one lucky winner nationwide will win a Nissan Altima. Marine Corps Marathon participants and spectators will have an opportunity to view several of Nissan's vehicles, including the 2009 Altima, at the Expo on October 23 and 24.

About the Marine Corps Marathon:

Vote "Best Marathon for Families," the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Currently ranked as the fifth largest marathon in the United States and ninth in the world, "The People's Marathon" boasts a course featuring the iconic landmarks of Washington, DC and Arlington, Virginia. Organized proudly by the men and women of the United States Marine Corps, the 34th MCM will be held on October 25, 2009 in Arlington, Va. No federal or Marine Corps endorsement applied.

About Nissan:

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program 2010, whose key priorities are reducing CO₂ emissions, cutting other emissions and increasing recycling. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at www.NissanUSA.com and www.infiniti.com.

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