



Press Release

For Immediate Release

Media Contact: Beth Johnson
elizabeth.johnson1@usmc.mil
703.432.1165

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Marine Corps Marathon Announces **On-Course Photo Locations**

MarathonFoto to Unveil New Finisher Website

QUANTICO, VA- In conjunction with the updated 2007 course, the Marine Corps Marathon announced new runner photo locations for the October 28 event. Iowa-based MarathonFoto will take pictures in 15 locations along the course to capture runners from the first steps of their marathon at the Arlington, VA start line, to the moment they cross the legendary finish line at the Marine Corps War Memorial. Last year, MarathonFoto captured over 200,000 images of MCM runners, almost 10 shots per participant. Additionally MarathonFoto announced phase one of a multi-year initiative, intended to provide each runner with an individual finisher webpage.

“Runners should familiarize themselves with the new locations on our interactive course map before the race,” Rick Nealis, Race Director advises runners. “Then, be ready to look strong when hitting those cameras!”

The photo areas are spread throughout the 26.2 miles course including the start and finish areas, the Key Bridge, the Lincoln Memorial, the Washington Monument, the Capitol, East Potomac Park and of course, the finish line.

Showcasing their technology capabilities, MarathonFoto will replace the groundbreaking, interactive results CD with the new finisher web pages. The individualized pages will scrapbook various finisher services into individual pages for runners and supporters to enjoy and share. Planned content includes split times, results, photos, RunPix, e-greeting cards, MapTrack and more.

“We are excited by the challenges presented by the needs of the Marine Corps Marathon and their runners”, said Gerald Swanson, Marketing Vice President of MarathonFoto. “MCM is always pushing the envelope of what they provide their runners and we see moving the finisher pages from a CD to a website, and ultimately allowing runners to personalize their own webpage, as providing a unique service that every runner, as well as their friends and family, will use and enjoy.”

Photos will be available the evening of the race on the MCM website, www.marinemarathon.com. Runners will also receive a hard copy proof of their photos in the mail about a week after the event.

About MarathonFoto

MarathonFoto has been setting the standard in race photography for over three decades. With experience photographing over five million participants at over 1,250 races, the MarathonFoto team

will photograph MCM at over 15 different locations. MarathonFoto is a winner of the 1999 Better Business Bureau Integrity Award as well as the 1993 Most Innovative Mail Order Award.

About Marine Corps Marathon

Voted “Best Marathon for Families”, the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Runners from all walks of life have participated in the world’s largest marathon to not offer prize money, deservingly earning the nickname “The People’s Marathon.” The 32nd Marine Corps Marathon to be held on October 28, 2007 in Arlington, VA is presented by USAA, Brooks Sports, Inc., and CVS/Caremark. No federal or Marine Corps endorsement implied.

For media information, contact Beth Johnson, Marine Corps Marathon Public Relations Coordinator at (703) 432-1165, or Elizabeth.Johnson1@usmc.mil.