



Press Release

For Immediate Release

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August 21, 2006

Marine Corps Marathon Welcomes USAA as New Presenting Sponsor

New sponsorship aims to keep runners fiscally as well as physically fit

QUANTICO, VA- The Marine Corps Marathon (MCM) announced that financial services company USAA is a new presenting sponsor of the 31st MCM to be held Sunday, October 29, 2006 in Arlington, VA.

“The new partnership with USAA reinforces the essence of the Marine Corps Marathon – pride in the individuals who serve our country and those who embody their virtues while training for this endurance event,” said Marc Goldman, MCM sponsorship manager.

“USAA salutes and honors military members’ service by proudly sponsoring the Marine Corps Marathon, said Sean O’Reilly, USAA’s assistant vice president of marketing. “Since 1922, USAA has served military personnel and their families, and we understand the challenges, sacrifices, and rewards that come with wearing the uniform. This sponsorship is one way we can pay tribute to the proud traditions of the Marine Corps and all those who serve.”

Through the new sponsorship, USAA will execute a number of strategic promotional opportunities to MCM runners and volunteers.

- The first 1,000 members or prospective members signed up for the MCM by USAA will receive a special running shirt.
- Visitors to the USAA booth at the MCM Health and Fitness Expo on October 27-28 at the D.C. Armory can win great prizes such as iPod shuffles or a cruise package. In addition, USAA Certified Financial Planner practitioners will be at the Expo providing free financial advice to attendees.
- USAA will also sponsor a marathon morning breakfast at 2 a.m. to nearly 900 Marine volunteers on Marine Corps Base Quantico.
- At Water Point 7 on the MCM course, runners will be cheered on and offered replenishment by more than 40 employees from USAA’s Norfolk, VA., office.
- After completing the marathon, each participant will receive a specially designed coin at the USAA tent located at the Finisher Festival. The coin is in addition to Marine Corps-issued medals.
- USAA will sponsor awards for the top male and female active duty military finishers.



USAA’s running shirt and finisher coin.

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For the 300 deployed military members running the Marine Corps Marathon Forward in Al Anbar Province, Iraq, USAA is shipping backpacks, finisher coin packages, running shirts, and a personal letter from Bob Davis, USAA chairman and CEO. Davis is a Vietnam veteran and avid runner.

“Just as participants are training hard and making sure they are physically fit to run 26.2 miles, USAA wants to make sure they’re ‘fiscally fit’ for all the events they face in life,” said O’Reilly. “Whether it’s buying a car, saving for college, or planning for retirement, USAA can help military families achieve their financial goals. Free financial advice is just a click away at usaa.com.”

About USAA

USAA, a diversified financial services company, is the leading provider of competitively priced insurance, investments, and banking products to members of the U.S. military and their families. The company's 5 million members around the world rely on the convenience and accessibility of USAA's financial products, backed by industry-leading service. For more information about USAA's products and services, or to learn more about membership, visit usaa.com.

USAA means United Services Automobile Association and its affiliates. Financial advice provided by USAA Financial Planning Services Insurance Agency, Inc. (known as USAA Financial Insurance Agency in California), and USAA Financial Advisors, Inc., a registered broker dealer.

About the Marine Corps Marathon

Voted “Best Marathon for Families” by HerSports Magazine, the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Since its inception, over 300,000 civilian and military runners from all walks of life have participated, deservingly earning the event its nickname “The People’s Marathon.” The 31st Marine Corps Marathon will be held on October 29, 2006. Visit marinemarathon.com for more information.

For media information, contact Beth Cline, Marine Corps Marathon Public Relations Coordinator at (703) 432-1165, or Elizabeth.Cline@usmc.mil. No federal or Marine Corps endorsement implied.