



PRESS RELEASE

Rock 'n' Roll Marathon Series Adds Los Angeles Event ***Rock 'n' Roll Los Angeles Half Marathon Set for October 24, 2010***

Los Angeles, CA – November 19, 2009 – The Competitor Group (CGI) announced today that it will expand the presence of its Rock 'n' Roll Marathon Series in Southern California through an agreement with Grove of Hope to operate and manage an annual fall half-marathon in Los Angeles. The newly renamed Rock 'n' Roll Los Angeles Half Marathon, scheduled for October 24, 2010, will replace the City of Angles Half Marathon, which has historically been held the first weekend of December since 2006.

“As the second largest media market in the country, Los Angeles has been a critical expansion target of the Rock 'n' Roll Marathon Series,” said Peter Englehart, President and CEO of CGI. “We were fortunate to connect with Katherine Gluck and Kamal Oudrhiri, of Grove of Hope, who have successfully launched and built a great event we feel is poised for significant growth.”

“The Rock 'n' Roll Marathon Series has a great reputation for executing well-organized events,” said Katherine Gluck, Treasurer of Grove of Hope. “We look forward to the opportunity to work in partnership with the Competitor Group and continuing to generate funding and awareness for science and technology education.”

Grove of Hope will remain a benefiting charity of the new half-marathon, which promises an entertaining destination event for runners and walkers of all abilities. Approximately 20,000 participants are expected for the inaugural Rock 'n' Roll event in Los Angeles, which will combine the brand's unique combination of entertainment on courses that distinctively feature their host cities. The event's theme will showcase the glamour and entertainment mecca that is Los Angeles.

“We're excited to host this world-class event, which I believe will become the new flagship half-marathon on the west coast,” said Tom LaBonge, Los Angeles City Councilmember, whose district encompasses a majority of the race course. “In addition

to providing race participants a unique tour of Los Angeles, the event will serve as an outstanding platform to promote health and fitness throughout the city.”

In keeping with the true spirit of the Rock 'n' Roll Marathon Series, the Los Angeles event will feature live bands, themed water stations and cheerleaders along the flat and scenic course. The 2010 event will utilize the existing point-to-point course that takes runners from Griffith Park near the Los Angeles Zoo, along the Los Angeles River, down Sunset Boulevard, near the edge of Echo Park Lake and finishes with a scenic view of downtown at the Los Angeles Civic Center.

For more information about the Rock 'n' Roll Marathon Series, please visit www.runrocknroll.com

About The Competitor Group

Competitor Group, Inc., headquartered in San Diego, CA, is a leading endurance media and event entertainment company dedicated to promoting the sports of running, cycling and triathlons. CGI owns and operates 32 national events delivering more than 300,000 professional and amateur participants in 2010. CGI publishes four magazine titles with a combined monthly circulation of over 800,000 and has recently launched an online endurance community at www.competitor.com. Further information about Competitor and its media properties can be found at www.cgimediakit.com.



About Grove of Hope

Grove of Hope is a 501(c)(3), nonprofit organization that was founded in Los Angeles, California, to provide science education in our surrounding neighborhoods and around the globe. Grove of Hope believes that science education and innovative scientific solutions provide people with the access to high earning jobs, improved living standards and alternative solutions to many global challenges including but not limited to health, water management, agriculture, energy and climate changes. For more information, please visit www.groveofhope.org.