



Publix Inks Multi-year Deal to Become New Title Sponsor of Georgia Marathon

Centennial Olympic Park Event celebrates new partnership and 5th anniversary race

Atlanta, GA -- September 28, 2010 – US Road Sports, which owns and operates the Georgia Marathon and Half Marathon, and Publix today announced an agreement on a multi-year deal making Publix the new title sponsor of the races. The deal includes a name change, as the race will now be called the Publix Georgia Marathon and Half Marathon. A formal announcement was made at noon ET today at Centennial Olympic Park, followed by a short run around the park to celebrate the partnership and to kick-off training for the 5th anniversary race on March 20, 2011.

City Councilman Kwanza Hall and Atlanta Falcons player Brian Williams were among the guest speakers and attendees at the event, with Fred Kalil, Sports Director for WXIA-TV 11alive news, emceeding the ceremony.

“We feel that Publix and the Georgia Marathon and Half Marathon are a perfect fit,” said Founding Partner and CEO of US Road Sports, Greg Laird. “This expanded relationship gives the race a great local partner that will continue to make the Publix Georgia Marathon and Half Marathon one of the premier running events in the Southeast.”

“Publix is committed to supporting the communities where we do business,” said Brenda Reid, media and community relations manager for Publix Super Markets. “We support the Georgia Marathon and other races throughout the southeast because it gives us an opportunity to encourage others to eat right and to strive to become physically fit,” said Reid.

Running the Publix Georgia Marathon and Half Marathon has become an annual March staple for distance runners since 2007. The 26.2-mile and 13.1-mile courses hosted more than 17,000 participants in last year’s events. The Publix Georgia Marathon and Half marathon serves as a true showcase of historic Atlanta and surrounding neighborhoods, taking participants through the Sweet Auburn District, Inman Park, Decatur, Druid Hills, Virginia-Highland, and Midtown areas. Along the way, runners pass landmarks such as the King Historic Site, Carter Center, four college campuses (Georgia Tech, Emory University, Georgia State University, Agnes State College), and Piedmont Park.



In addition to the Publix Georgia Marathon and Half Marathon, US Road Sports operates the 13.1® Atlanta and Karhu 5k at Oglethorpe University this Sunday, October 3, at 7:00 AM ET.

About US Road Sports: U.S. Road Sports & Entertainment Group is a health and wellness company dedicated to the production of world-class endurance events. The mission of U.S. Road Sports is to offer an unparalleled participant sports experience that showcases host communities and endures as a deeply valued local asset through events that are a part of the city's culture, identity and brand. For each participant, U.S. Road Sports strives to offer events that allow participants of all skill levels the opportunity to improve their physical and mental health and accomplish life-altering goals while having fun. U.S. Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.

About Publix: Publix is privately owned and operated by its 143,000 employees, with 2009 sales of \$24.3 billion. Currently Publix has 1,030 stores in Florida, Georgia, South Carolina, Alabama and Tennessee. The company has been named one of FORTUNE's "100 Best Companies to Work For in America" for 13 consecutive years. In addition, Publix's dedication to superior quality and customer service is recognized as tops in the grocery business, most recently by an American Customer Satisfaction Index survey. For more information, visit the company's website, www.publix.com.

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