



The Running Market

Over 5 million people will participate in at least one organized running event this year. With an average registration fee of \$40, this equates to over \$200 million spent annually by Americans pursuing the thrill of the race.

Running is currently benefiting from a surge in interest from participants of all levels, with more people turning to the sport for the health benefits, personal challenge and opportunity to contribute to charitable giving. There are now over 37 million runners in the U.S. and a total of over 8 million road running events each year. Of these, a growing percentage are dedicated to raising money for charitable causes ranging from breast cancer to AIDS awareness. It is a sport that fits easily into any lifestyle and is particularly well-suited to today's busy schedules. After all, one needs only a pair of running shoes and a stretch of road to participate.

Advertisers are also looking at this growing market as an opportunity to reach a committed group of people directly in their communities. And, running events are not a one-day affair. From race preparation to post-race celebrations, participants are working together, sharing tips and lending encouragement to one another. This strong sense of camaraderie gives brands a valuable opportunity to reach influencers who will share their message directly with fellow consumers. By working with Active, companies have the opportunity to partner with the industry leader in marketing promotions and registrations for events ranging from 5Ks to the Los Angeles Marathon.

Active Marketing Group helps you go the distance with runners.

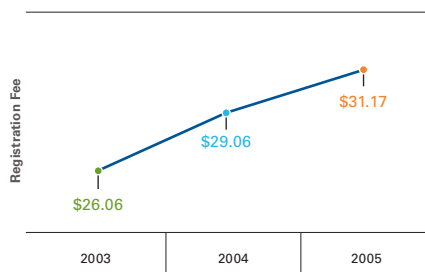
This document has been designed to provide you with:

- Background information on the industry
- An understanding of why these consumers are important
- Vehicles and promotions that can be utilized to reach them

Runners spend

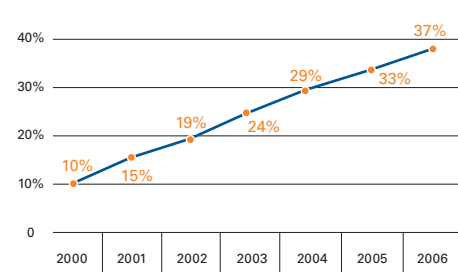
\$125 billion on health-related goods and services.

Average Running Event Registration Fee Paid by Participants

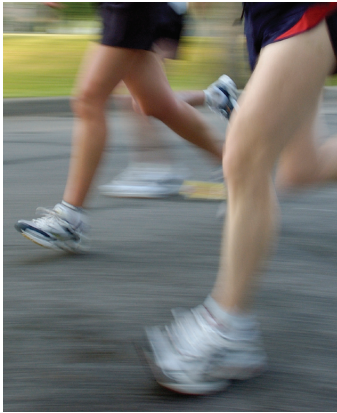


Source: The Active Network

Percent of Registrations Handled Online



Source: The Active Network



Facts and Figures

Why Runners are Attractive to Marketers

Runners are an affluent and well educated consumer group that reflects attractive age and gender distributions across the population. Approximately 16 million runners have a household income of \$75K or more. Nearly 55% of runners hold a college degree versus the national average of 33%.

Last year, runners spent approximately \$8.5 billion on their sport with \$2 billion going to the purchase of footwear alone – that's 40 million pairs! They are also avid consumers of organic food and drinks and frequently shop online.

Charity Running events are becoming increasingly significant, with \$656 million raised for various causes via running events in 2005, a 14% increase over 2004.

10,000 running events nationwide

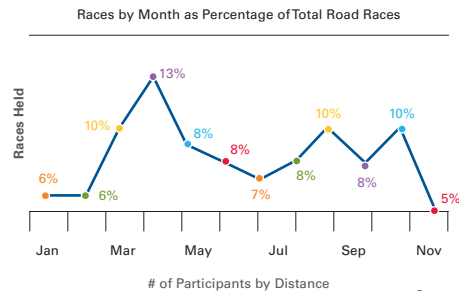
8.1 million road racer finishers

in 2006

83% of races raise money

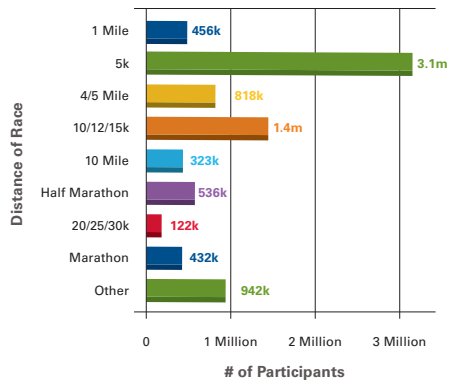
for charity

There are two peak racing seasons each year – Spring and Fall.



Source: The Active Network

Due to the large number of charity fun runs held each year the most popular race type is the 5K.

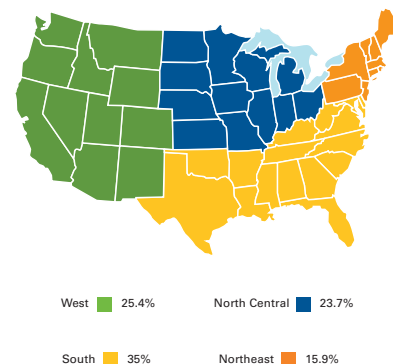


Locations with the Greatest Number of Races Each Year

Top 10 States		
State	Events	Runners
CA	1,180	1,103,618
IL	473	463,838
TX	490	427,766
FL	566	393,213
CO	493	376,000
NY	487	357,400
OH	406	255,052
GA	400	235,039
PA	413	217,603
DC	57	190,493

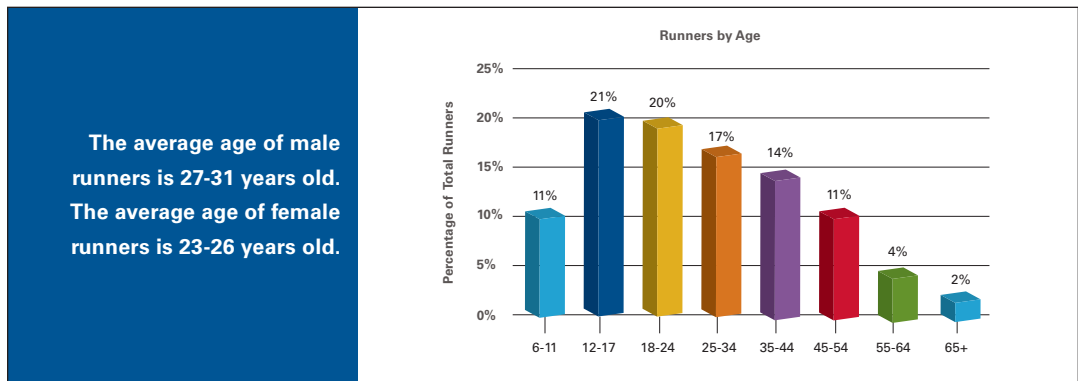
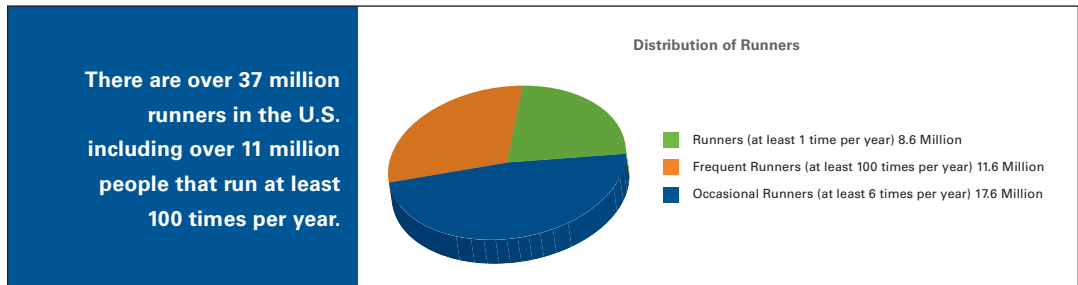
Top 10 DMA's		
DMA	Events	Runners
Chicago	374	430,764
New York	437	366,774
Denver	424	349,202
Los Angeles	324	324,434
San Francisco	365	289,527
Washington DC	262	285,750
San Diego	131	266,655
Dallas	178	218,916
Atlanta	305	200,900
Seattle	164	169,222

Runners by Region



Running Facts and Figures

43% of runners have been at the sport for over 10 years. 21% have been running for over 20 years.



Charity Runners

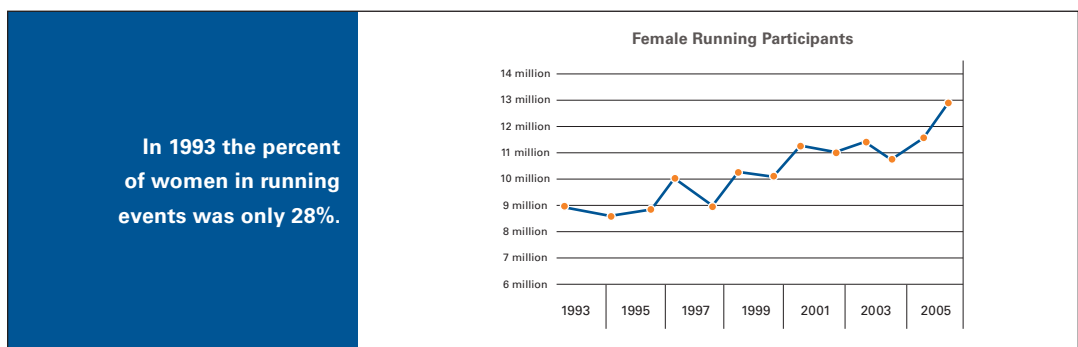
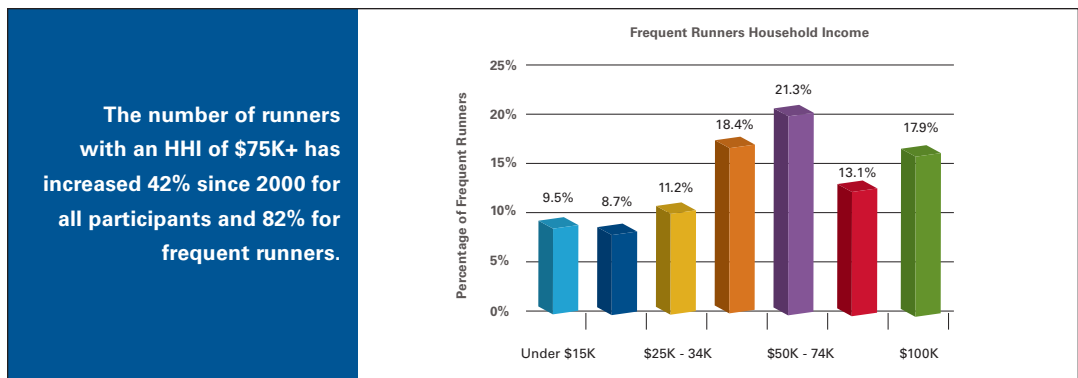
- 12% of runners that participate in events.
- Typically enter just one event per year.
- The majority of participants are women.

Fitness Runners

- 38% of runners that participate in events.
- They prefer 5K and mega races that feature party-type atmosphere.
- The majority of participants are 18-29 years old.

Competitive or Goal Oriented Runners

- 50% of runners that participate in events.
- They train consistently during the year and prefer longer distance events.
- The majority of participants are men.



30% of runners buy 4 or more pairs of shoes per year.



Connecting with Runners

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers.

Our Success Stories

Over the years we've activated integrated marketing programs for leading brands, including:



Active Marketing Group is the only marketing and promotions agency that reaches and interacts with millions of runners on a daily basis. We know what type of runner they are, where they run, and how long they train. We can reach them before their event, at their event and after their event. As part of The Active Network, Active Marketing Group has direct access to over 6,000 running event directors and 5 million runners who can be effectively reached through online, offline, peer-to-peer and direct marketing programs. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

Reaching Runners Online

The Active Network includes leading online destinations for recreational and competitive runners. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are researching new training plans or preparing for the big race.

Reaching Runners Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of events across the country make it possible to develop integrated programs that have a fresh, measurable impact.

Strategic Industry Partners



Active Network Advertising Opportunities

Standard IAB Units including Rich Media
 Custom Sponsored Sections
 Newsletter Communications
 Promotional Emails
 Mobile Messaging Sponsorships
 Annual Editorial Features

- Tour de France
- Marathon Guide

Course Profiles/Videos

Sampling & Promotions

Over 6000 Running Event Partners
 Capacity to Distribute over 5 Million Samples
 Geo-targeting, Gender Targeting
 Race/Event Targeting

Event & Sponsorship Activation

Sponsorship Negotiation
 Staffing & Turnkey Event Management
 National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing

Sponsored Athlete Teams
 Sports Specialty/Retail Programs
 Club Seminars/Promotions

Research & Consulting Services

Online Research Studies
 Focus Group Recruiting
 Product Testing

Active Marketing Group was named by Promo magazine as one of the leading promotions agencies in 2004, 2005 and 2006.

The Active Network Consumer Sites



Active Network Sites That Reach Endurance Athletes

35 million monthly page views
 2.8 million monthly unique visitors
 7.1 million registered users
 4 million opt-in email addresses
 100,000+ events in database
 2.8 million event registrations
 5,000+ cities with event locations
 16.2 minutes average user session
 \$47.75 average online transaction