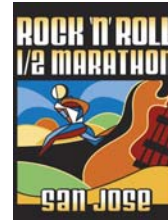


FOR IMMEDIATE RELEASE



Press Release

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San Jose Rock 'n' Roll Half Marathon Issues a “GET FIT Challenge”

*Businesses and government agencies are encouraged to team up and train
for the third annual musical half-marathon in San Jose*

SAN JOSE, CALIF. (August 22, 2008)—The San Jose Rock 'n' Roll Half Marathon, sponsored in part by the City of San Jose, has issued a “GET FIT Challenge” to businesses and government agencies. Organizations, large and small, are encouraged to form a team of colleagues and start training for the third annual musical half-marathon set for Sunday, October 5, 2008.

“The GET FIT Challenge is designed to motivate co-workers to step out of the office, get fit, have fun and work towards a goal together,” said Elizabeth O’Brien, the event’s general manager.

The “GET FIT Challenge” consists of four divisions – Small Company (99 or fewer employees), Medium Company (100-999

employees), Large Company (1000 employees or more) and Government (city, county and public agencies). Unique Rock 'n' Roll Half Marathon trophies will be presented to the top three teams in each division, which have the greatest number of finishers, as well as the fastest finishing times. The fastest teams will be determined by combining the top three finish times per team.

Teams entering the “GET FIT Challenge” should choose a team name and select a team captain. **To register, visit www.RnRsj.com and complete the “Team Request Form.”** To finalize registration, organizations must register in one of the four divisions. The Team’s Captain will receive an email from Elite Racing containing a registration link along with detailed instructions. Family and friends of incorporated team members are welcome to participate in the GET FIT Challenge, but will not be considered when awarding the fastest team. **Each registered member of a “GET FIT Challenge” team will receive \$10 off the individual entry price.**

Once the team is registered all members can take advantage of the **New Balance Active Trainer** program. The Rock 'n' Roll Half Marathon San Jose has teamed up with New Balance and Active Trainer coaches Jenny Hadfield and John "The Penguin" Bingham to provide complimentary online half-marathon and recovery training programs. These training programs offer a balance of aerobic, anaerobic and cross-training workouts built to get people of all levels across the finish line.

According to Mayor Chuck Reed, “Our region is known around the world not only for its innovative spirit, but for the great weather and abundance of opportunities to enjoy a healthy, active lifestyle. San Jose applauds the GET FIT Challenge and hopes that leading companies and

organizations from throughout the area will participate in the event and demonstrate their athletic prowess during this fun, fast race.”

Last year, the San Jose Rock ‘n’ Roll Half Marathon attracted more than 63,000 runners and spectators and had a total economic impact of more than \$16,000,000. For 2008, the race is set for Oct. 5. It is the seventh race in Elite Racing’s musically themed, national road racing series. In addition to 14 live bands along the course, the scenic tour of San Jose features hundreds of local high school cheerleaders and water stations to provide further entertainment and motivation to runners and walkers. The event concludes with a finish line party and an afternoon headliner concert.

The Rock ‘n’ Roll Half Marathon in San Jose is set for Oct. 5, 2008. In addition to live bands along the course, the scenic tour of San Jose features hundreds of local high school cheerleaders and water stations to provide further entertainment and motivation to runners and walkers. The event concludes with a finish line party and an afternoon headliner concert featuring a premier rock ‘n’ roll act. For more information, please visit www.RnRsj.com or call 800-311-1255.

About the City of San Jose’s Office of Economic Development

The San Jose Rock’n’Roll Half Marathon is being executed by the City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager. OED committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. OED guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art, sporting and cultural resources to our community. For more information, please visit, www.sjeconomy.com.

About the City of San Jose

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, www.sanjoseca.gov.

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