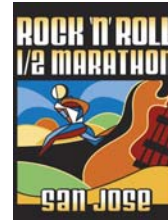


FOR IMMEDIATE RELEASE



Press Release

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CALIFORNIA'S FASTEST HALF-MARATHON RETURNS TO SAN JOSE

*Online Registration for San Jose Rock 'n' Roll Half Marathon Closes
September 28th*

SAN JOSE, CALIF., (September 24, 2008) –More than 13,000 runners and walkers are expected to take to the streets of San Jose on Sunday, October 5, 2008 for the San Jose Rock 'n' Roll Half Marathon. The 3rd annual event is becoming known as the Bay Area's best 13.1-mile block party. This year, the race features live bands at every mile along the course and an afternoon headliner concert featuring Creedence Clearwater Revisited.

“The San Jose Rock 'n' Roll Half Marathon combines fitness and fun in a creative, innovative way. We hope residents and visitors will take part in this exciting race,” said Mayor Chuck Reed. “I look forward to seeing the participants at the start line here in San Jose.”

In 2007, the San Jose Rock ‘n’ Roll Half Marathon attracted more than 63,000 runners, walkers and spectators, with a total economic impact of more than \$16 million. In addition to 14 live bands along the course, the scenic tour of San Jose features several local high school cheerleading squads to provide hometown entertainment and motivation to runners and walkers.

“We are truly excited to be presenting this annual race to the Bay Area running community once again,” said Elizabeth O’Brien, the event’s General Manager. “We continue to receive enthusiastic support from the City of San Jose and this year’s race promises to be the biggest and most successful yet.”

Among the compelling stories finding their way into the race are those of:

- Dan Farren, 42, a firefighter from Rohnert Park, who was seriously injured on the job. For two months Dan could barely walk. Doctors said he might not walk fully again and that he would never return to the firefighting job he loved. But with strength and determination, Dan pushed through difficult physical therapy. He did not just re-learn to walk well, but after 10 months he returned to work and a few months later ran in his first 10K race. This year, he’ll take on his third half-marathon for a new personal record in San Jose.
- Led by Olympic and World Cup soccer star Brandi Chastain, the Bay Area Women's Sports Initiative (BAWSI) will be running to promote programs through which women athletes bring health, hope and wholeness to our community. BAWSI provides a meaningful path for women athletes to become a more visible and valued part of the Bay Area sports culture.

- Siiri Hage, 41, from Gilroy has made some remarkable life changes over the past year. She and her husband both underwent gastric bypass surgery in fall 2007. Since then, Siiri has lost over 96 lbs and has set this year's San Jose Rock n' Roll Half Marathon as her latest goal.
- Roger Craig is a founder of San Jose's half marathon. During his playing days, the former 49ers running back was known for his dedication to physical fitness. Craig retired from football almost 15 years ago, but his competitive nature is still apparent in his appetite for staying in shape. Craig will once again be running in this year's event.
- Ruben Salinas, 58, from Sacramento will be celebrating a successful 4-way cardiac bypass performed in April 4 of this year. Race day, October 5th, will be the 6 month anniversary of his dreaded but necessary and lifesaving surgery.
- The Red Power Divas are a walking/running support group which began in May 2007. Over 400 members strong, the Divas and Divos are seek balance in their lives by striving to be healthy and taking charge of their well-being. Founded by Santa Clara Superior Court Judge Sharon Chatman, the group has been training for the San Jose Rock 'n' Roll and will be hosting a Red Power Divas Rock & Roll Practice Run September 27, 2008.

Event organizers urge runners and walkers to register now and save before online registration closes on Sunday, September 28. This is the last opportunity for participants to receive the lower online registration price of \$85 before it increases to \$95 at the free Health & Fitness Expo. The Expo will be held Fri., Oct. 3 and Sat., Oct. 4 at the San Jose McEnery Convention Center and is open to the public.

Registration at the Health & Fitness Expo will be open from 1:00 pm – 6:00 p.m. Friday and from 9:00 a.m. – 5:00 p.m. on Saturday. The expo will feature the latest health and nutrition information with a variety of products for sample and sale.

“Not only is this the fastest half marathon course in California, with a four hour time limit the event is also extremely walker friendly,” said O’Brien. “If you have been training for the race but not yet registered, now is the time to sign up and take advantage of a lower online entry fee.”

The race will begin on W. Santa Clara St. and Almaden Blvd. at 8:00 am. The event concludes at the Plaza de Cesar Chavez with a finish line party and concert, which will take place on the outdoor stage immediately following the race’s conclusion at noon.

“With the afternoon concert we’re excited to offer our runners more convenience on race day,” added O’Brien. “This is a wonderful opportunity for runners, families and spectators to enjoy the Finish Line Festival, the Awards Ceremony and the Post-Race Concert in one place and at one convenient time.”

The concert is open to the public and free to all. For more information or to register for the San Jose Rock 'n' Roll Half Marathon, visit www.RnRsj.com or call (800) 311-1255.

About the San Jose Rock ‘n’ Roll Half Marathon

The San Jose Rock ‘n’ Roll Half Marathon will take place Oct. 5, 2008. In addition to live bands and water stations along the scenic course through San Jose, high school cheerleading squads will be on-site to provide further entertainment and motivation to runners and walkers. The debut of the 2006 Rock 'n' Roll Half Marathon in San Jose became the world's seventh largest inaugural running event with 11,536 entrants. The race is now positioned in

the top 10 list of largest half marathons in the United States and is the largest half marathon in the Bay Area. 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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