

PRESS RELEASE

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CEO MARATHON CHALLENGE TO TAKE PLACE AT THE 2007 LASALLE BANK CHICAGO MARATHON

"Type A" Corporate Leaders to Challenge Each Other Outside the Boardroom

July 10, 2007, CHICAGO - Approximately 30 CEOs will be focusing on something other than their companies' bottom line this upcoming fourth quarter: The LaSalle Bank Chicago Marathon finish line.

The LaSalle Bank Chicago Marathon and CEO Challenge LLC announce the first ever CEO Marathon Challenge taking place at this year's LaSalle Bank Chicago Marathon, October 7, 2007. The CEO Marathon Challenge is open to 30 CEOs, presidents, company owners and c-suite executives of companies with at least \$5 million in annual gross revenue (\$2.5 million for women).

Participating CEOs will receive a guaranteed entry into one of the world's greatest races and the opportunity to test themselves against fellow "type-A" CEOs who share their passion for running. Past runners in other challenges have included: Templeton's Mark Holowesko, Tudor Investments' John Macfarlane, Lending Tree's Doug Lebda, Toshiba Europe's Andy Bass and Lycos Founder and Decision Matrix Group's Ted Philip.

"We've had a great number of top level executives and corporate leaders run our marathon in past years," said Executive Race Director Carey Pinkowski. "But we are excited to have a formal arena for competitive business leaders to network, challenge and raise money for charity together."

CEO Challenges will make a significant contribution on behalf of each competing CEO to the Challenged Athletes Foundation, a charity that allows disabled athletes the opportunity to compete in their favorite sports.

Awards will be given to designated age groups, with the top finishers potentially gaining access to a World Marathon CEO Championship.

"I am thrilled to be working with LaSalle Bank for this marathon," said CEO Challenge President Ted Kennedy. "Based on our experience of hosting dozens of sport competitions for CEOs, we know that the participants will appreciate the fact that they will be competing against people who have the same time constraints and stresses as they do."

Interested participants can find additional information and instructions on how to register at <http://www.ceochallenges.com/article.asp?c=113>.

About the 2007 LaSalle Bank Chicago Marathon

The LaSalle Bank Chicago Marathon will celebrate its 30th anniversary on Sunday, October 7, 2007 as 45,000 participants advance to the start line, embarking on the culmination of 45,000 personal journeys. Along with the massive field of recreational runners, the 26.2-mile course will welcome a full field of world renowned professional athletes drawn to the flat, fast, urban setting and the potential to break world and national records. The professionals will compete for prize money and points in the World Marathon Majors series which will crown its first male and female champions with \$500,000 each at the close of 2007. Since the inception of its charity program in 2002, The LaSalle Bank Chicago Marathon has generated more than \$27.5 million for a variety of charitable causes including \$9.5 million in the 2006 event alone. Registration for the race opened on January 1, 2007 and closed when it reached capacity on April 18. For more information, visit www.chicagomarathon.com.

About CEO Challenge LLC

CEO Challenge LLC is a Boulder, CO company that is the world-leader in designing sport programs for CEOs, including CEO Marathon, Ironman, Golf, Cycling, Triathlon, and Driving Challenge events (with more to come). Each event is designed as a first-class unique experience with numerous business networking opportunities for the competing CEOs. For more information, visit www.ceochallenges.com.