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2015 Conley Sports Productions, LLC Events Generated \$24 Million in Austin Economic Activity According to Study

AUSTIN, Texas – November 2, 2015 – The 2015 3M Half Marathon and the Austin Marathon and Half Marathon presented by Freescale contributed an estimated \$24 million in total business activity to the Austin economy in the first two months of this year, according to an analysis conducted using the methodology developed last year by the St. Edwards University (Austin), School of Management and Business in its evaluation of the economic impact of the Austin Marathon.

The study, which analyzed the 2015 3M Half Marathon and the 2015 Austin Marathon and Half Marathon participants spending patterns, estimates that runners contributed \$3.5 million in direct economic impact and another \$20.5 million in indirect and induced business activity to the Austin community. The study applied the North American Industry Classification System (NAICS) multipliers to post-race survey data to construct the findings. The study did not include spectator spending or the \$350,000.00 in new revenue reported by charities participating in the events.

“The Austin Marathon and Half Marathon and the 3M Half Marathon draw thousands of runners to Austin from every state and dozens of foreign countries every winter,” said Mayor Steve Adler. “These races reflect the best of what we have to offer to the rest of the country and the world, and they make a terrific impact on our economy as well.”

“Austin is accustomed to hosting major sporting events with the University of Texas at Austin, Formula 1™ races, the X-Games and starting next year the World Golf Championships-Dell Match Play,” said Lance Aldridge, Executive Director for the Austin Sports Commission. “The Austin Marathon and Half Marathon consistently rank among the best events for generating tourism dollars for our economy and we are proud supporters of the race.”

About the Austin Marathon and Half Marathon® Presented by Freescale

The Austin Marathon and Half Marathon is one of the largest combined marathon and half marathons in the United States. It has hosted runners from all 50 states and more than 30 countries around the world. The race began as the Motorola Marathon in 1992 with 605 marathon runners and in 2015 hosted more than 15,000 runners in the marathon and half marathon categories. The Austin Marathon and Half Marathon earned a Silver Certification for sustainability efforts from the Council for Responsible Sport and continues to be among the most environmentally friendly public event in the country. In its 24-year history, the race has helped nonprofits raise more than \$6 million to support their causes. The 2016 race will take place on Sunday, February 14. For more information, visit www.youraustinmarathon.com.

About the 3M Half Marathon

For more than 20 years, the 3M Half Marathon in Austin, Texas, has provided runners with a traditionally downhill, fast course through northern and central Austin. Ranked as one of the best Half Marathons in the United States by Runner's World Magazine in 2014 and one of the 10 Most Iconic Races in the US by Outside Magazine in 2015, the 3M Half Marathon boasts the fastest course in North America along some of the most scenic roads in Texas. The 2016 3M Half Marathon benefits Girlstart, an afterschool STEM (Science, Technology, Engineering and Math) education program for girls.

About Conley Sports Productions, LLC.

Conley Sports Productions, LLC produces high quality running events in Texas including its premier events, the Austin Marathon and Half Marathon presented by Freescale and the 3M Half Marathon. With over 50 years of combined event management and production experience, Conley Sports is on the leading edge of the Texas racing scene.

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