



Publix Georgia Marathon Announces Sponsorship with Atlanta Hawks

When the Hawks Win at Home, Runners Benefit with Registration Discount

ATLANTA – January 13, 2012: US Road Sports & Entertainment Group, owners and operators of the Publix Georgia Marathon, has announced a sponsorship agreement with the NBA's Atlanta Hawks. The partnership will bring a unique and fun way for those interested in registering for the race to receive a discount based on the outcome of three Hawks home games during the month of January.

For each Hawks home victory from January 16 through January 21, 2012, registrants will receive a discount equal to the total number of Hawks points in excess of the opposing team's score. For example, if the Hawks win by 12, runners will receive \$12 off registration cost. The discount will be valid between the hours of noon and 11:59 p.m. ET the day following the win and registrants will use the discount code HAWKS. The promotion is valid for the following home games held at Philips Arena:

- Monday, January 16 vs. Toronto Raptors
- Wednesday, January 18 vs. Portland Trail Blazers
- Saturday, January 21 vs. Cleveland Cavaliers

Registration can be completed online at www.georgiamarathon.com.

To see any of the three home games live at the Highlight Factory, visit www.hawks.com/tickets to purchase your tickets today.

The Publix Georgia Marathon will take place on Sunday, March 18, 2012 at 7 a.m., at Centennial Olympic Park in downtown Atlanta. The 26.2 mile and 13.1 mile courses will travel through metro Atlanta's most interesting and historic areas including the Sweet Auburn district, Inman Park, Decatur, Druid Hills, Virginia-Highland and Midtown areas. Along the way, runners will pass landmarks, including the King Historic Site, Carter Center, four college campuses and Piedmont Park.

Publix Georgia Marathon race weekend will also provide participants a chance to receive health and fitness tips and purchase running gear at the Publix Georgia Marathon Health & Fitness Expo held at the Georgia World Congress Center Friday-Saturday, March 16-17.

About US Road Sports: US Road Sports & Entertainment Group is a health and wellness company dedicated to the production of world-class endurance events. The mission of US Road Sports is to offer an unparalleled participant sports experience that showcases host communities and endures as a deeply valued local asset through events that are a part of the city's culture, identity and brand. For each participant, US Road Sports strives to offer events that allow participants of all skill levels the opportunity to improve their physical and mental health and accomplish life-altering goals while having fun. US Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.

About the Atlanta Hawks: The Atlanta Hawks, a member of the National Basketball Association since 1949, play in the Southeast Division, along with the Charlotte Bobcats, Miami Heat, Orlando Magic and Washington Wizards. Season and individual game tickets for the 2011-12 Hawks season are on sale now at www.hawks.com/tickets, the Philips Arena box office and all Ticketmaster locations, with absolutely no ticketing fees. For more information on the Atlanta Hawks, please visit www.Hawks.com.

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