



PRESS RELEASE

The Penguin Joins Forces with Competitor

Catalyst of the Second Running Boom Partners with Competitor's Multi-Platform Outlets

San Diego, CA – Affectionately known by millions of runners around the world as “the Penguin,” John Bingham will join the editorial team at Competitor Magazine in 2010. He will pen a new monthly feature titled The Penguin Chronicles in the magazine’s re-launched format beginning in March.

“Competitor Magazine is assembling one of the most talented editorial teams in magazine publishing. The addition of John validates that statement,” said Andrew Hersam, Competitor Group’s Executive Vice-President of Media. “John has been a force in making the sport and activity of running more widespread through his humor and wisdom. As such, he can be credited as one of the major catalysts of the second running boom in United States. Competitor Magazine is setting a new standard of editorial excellence and John will be there to drive that objective.”

The Penguin is one of the running community's most popular and recognized personalities. A runner who has completed over 40 marathons, he is often credited with starting the slow-running movement in the 1990s. His legendary writing style blends humor and storytelling, informing and entertaining runners of all abilities. With a national circulation of over 700,000 each issue, the agreement with Competitor provides John with the world’s largest audience of runners and endurance sports enthusiasts.

“I’m thrilled to join Competitor Magazine and rejoin forces with my friend and former colleague Andy Hersam,” said Bingham, who previously worked with Hersam at *Runner’s World* where Hersam served as the magazine’s VP/Publishing Director. “It’s the right move. Competitor is fiercely dedicated to inspiring people to lead healthier, more active lives. We share the same objective and with Competitor Magazine as the official magazine of the Rock ‘n’ Roll Marathon Series, I’m now able to get my message out through the magazine, online and at events all across the country. It’s an exciting time.”

The new agreement also includes the “Ask The Penguin” blog on www.competitor.com, as well as the opportunity to write for other Competitor Group publications including *Triathlete Magazine* and *Inside Triathlon*. The deal will also mean that John’s books will be published by Competitor

Group's book publishing division, VeloPress. Bingham will continue to host clinics and announce at events throughout the 2010 Rock 'n' Roll Marathon Series, beginning with the P.F. Chang's Rock 'n' Roll Arizona in January.

In addition to his monthly columns, readers can also look for John's self-effacing humor, insight and perspective weekly at <http://johnbingham.competitor.com>.

About John "The Penguin" Bingham

John 'The Penguin' Bingham is a runner and writer, who achieved widespread recognition for promoting long-distance running and walking to the general public. Once an overweight couch potato with a glut of bad habits, including smoking and drinking, at the age of 43 Bingham looked mid-life in the face—and started running. Since then, he has completed 40 marathons and hundreds of 5K and 10K races—and developed a whole new outlook on life. His first book, *The Courage to Start: A Guide to Running for Your Life*, has been among the top 10 running books since its publication (Simon & Schuster, April 1999.) His training book *Marathoning for Mortals*, co-authored with Coach Jenny Hadfield has helped thousands achieve their dream of running or walking a half or full marathon. His books, columns, and clinics have inspired a generation of new runners to find joy in walking, running, and racing. For more information, visit www.johnbingham.com.

About Competitor Magazine

Competitor Magazine was created in 1987 - and from the very beginning the idea was to work in conjunction with our event, retail, and national clients to grow the sports of running, triathlon, cycling and mountain biking. The only magazine with national, regional and local news, Competitor has long served as the trusted 'on the go' source for these active, affluent sports participants. The publication is dedicated to educate, motivate and inspire our readers to embrace the active lifestyle through great editorial and awesome photography. For more information, visit www.competitor.com.

About The Competitor Group

Competitor Group, Inc., headquartered in San Diego, CA, is a leading endurance media and event entertainment company dedicated to promoting the sports of running, cycling and triathlons. CGI owns and operates 36 national events delivering more than 300,000 professional and amateur participants in 2010. CGI publishes four magazine titles with a combined monthly circulation of over 800,000 and has recently launched an online endurance community at competitor.com. Further information about Competitor and its media properties can be found at www.cgimediakit.com.

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