

PRESS RELEASE

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NEW DYNAMIC WEBSITE TO CAPTURE ENERGY AND EXCITEMENT FOR THE LASALLE BANK CHICAGO MARATHON

*Redesign depicts core values of race: strength, dedication, commitment,
ambition, victory*

August 8, 2007, CHICAGO - Registrants for The LaSalle Bank Chicago Marathon spend 18 weeks or more training specifically for the 26.2-mile race, logging hundreds of miles and sacrificing precious hours for the cause. The commitment is driven out of personal will and determination and the journey is a passionate one.

In its 30th year, The LaSalle Bank Chicago Marathon identified a tremendous opportunity to better communicate with this audience of impassioned, dedicated and loyal runners by redesigning its website from top to bottom. And after months of development, the newly-designed site has finally launched – www.chicagomarathon.com.

Originally built to handle the mass registration of 45,000 entrants, serve as a vital communications tool for specifics surrounding the behemoth event and hosting immense race-day online traffic, the website's operations were previously focused on functionality. This new dynamic website captures the essence and emotion of the Marathon while fueling the hungry athletes preparing for it with all the encouragement they need.

"The LaSalle Bank Chicago Marathon decided to take the opportunity to raise the bar of the industry and develop a site that would not only further engage its audience, but reach out to non-runners alike with an opportunity to dial into the never-ending energy the Marathon generates," said Shawn Platt, LaSalle Bank's Senior Vice President and Director of Brand Management and Sports Marketing

With runners at the critical time in their training regimen, heavy mileage scheduled each week and the much-anticipated taper six weeks away, the new website will provide a boost of energy at an opportune moment. It will also live on year-round for runners in other races around the world looking to feel the encouragement of a global online community.

Key Highlights of the New Site:

- Revolves around incorporating the raw emotions of all aspects of the event, including training and preparation and race day from the perspectives of both the runners and the dedicated fans and supporters, through imagery that spans the Marathon's 30-year history.
- Images capture the core values of the event: strength, dedication, commitment, ambition, achievement and sacrifice. When combined with a sleek design, energetic colors and a user-friendly navigation, the site embraces and connects not only with marathon participants, but with those that support and encourage participants as well.
- "Inspiration Bank" offers visitors the opportunity to share their motivation, stories and tips through online diaries, runner essays, photo galleries, polls and top ten lists. In alliance with the emotional feel of the new design, the "Inspiration Bank" is another manner in which all involved – runners, spectators, supporters – have the ability to connect with the global Marathon community.
- Includes a variety of features such as a countdown clock, runner tracking, podcasts, online polling and video galleries.

- more -

Nology Interactive was retained to lead the charge in the design, navigation and content management system that would serve as the cornerstone of the new site, not only because of their expertise in Web development, but because of their intimate understanding of the personal emotion that drives success in sport.

“The LaSalle Bank Chicago Marathon is an iconic Chicago tradition and Nology Interactive has worked extensively to ensure that runners and fans will have the ability to access an easy to navigate website leading up to and on race day.” said Todd Gordon, founder and vice-president of strategic innovation for Nology Interactive.

About The 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 a portion of the \$650,000 prize purse 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 \$9.3 million in accordance with the 2006 event alone.

Registration for the 2007 race is now closed as the 45,000 participant capacity was reached on April 18. For more information, visit www.chicagomarathon.com.

About Nology Interactive

A wholly-owned subsidiary of TeamWorks Media, Nology Interactive was launched in October 2006. The Chicago-based company provides web design and development, IT consulting services and Internet access to more than 200 businesses nationally and locally, including the Chicago White Sox, Fox Sports Net, Chicago 2016 Committee and United Stationers. Further information is available at www.nologyinteractive.com.

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