

Fall 2008 Marathon Season Off to a Running Start

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Fall marathon season is upon us and it's never been more popular to be at the start line.

According to data compiled by Running USA's Road Running Information Center, in 2007 there was an estimated 8.9 million finishers in U.S. road races, a record number and a 4-percent increase from 2006.

Along with the perennial favorite, the 5K, the half-marathon is one of the most popular road races in recent years. The

same report from Running USA states that since 2003, the half-marathon has been the fastest growing road race distance in the U.S. and for two consecutive years, the total number of 13.1 mile finishers has grown by 10 percent in this country.

So whether you're an elite marathoner looking for your next PR, or tackling your first 5K run, Brooks athletes have some tips for racing success.

Run Happy!

Race tips from the Hansons-Brooks Original Distance Project elite running team:

Get sleep. Two nights before the race is the most important. Make sure to get at least eight hours so you're well rested for the event.

Fuel up. Get up early enough to have a small, well-balanced breakfast at least two and a half hours before the race.

Wear the right socks. Prevent blisters with socks that fit your feet—anatomically correct are best—and are made of moisture-wicking, breathable material.

Start slow. Those with negative splits—slower the first half, faster the second half—usually finish with better race times.

Stay hydrated. Drink liquids in moderation. A good rule of thumb is to stop at every other water station.

Don't miss these 2008 marathons:

- Twin Cities (10.5.2008)
- Portland (10.5.2008)
- Baltimore (10.11.2008)
- Chicago (10.12.2008)
- Denver (10.19.2008)
- Marine Corps (10.26.2008)
- New York City (11.2.2008)
- Philadelphia (11.23.2008)
- Seattle (11.30.08)
- Honolulu (12.14.2008)

Family Fun on the Run

Healthy (or unhealthy) habits start developing at a young age. Exercising with children is a great family bonding activity that starts kids off on the right track. And like adults, kids need proper equipment to avoid injuries.

That's why Brooks Sports launched a Kids' footwear collection – to encourage kids to stay active with footwear that meets their unique needs.

Modeled on the popular adult-sized versions, the Kids' Defyance and the Kids' Adrenaline GTS™ feature designs that are smartly tailored for kids to give support when necessary, while still letting little feet take shape.

"Very small children and older kids with efficient gaits should try the Kids' Defyance, a neutral shoe," said Derek Campbell, materials engineer for Brooks. "If kids continue to

overpronate after age eight, parents should consider putting them into a running shoe that provides some support, like the Kids' Adrenaline GTS."

Are you a parent in need of motivation to get yourself—let alone the family—moving? A new study shows that running can slow the effects of aging.

According to a Stanford University School of Medicine study that tracked 500 runners for more than 20 years, older runners have fewer disabilities, remain more active as they get into their 70s and 80s, and are twice as likely as non-runners to enjoy longer life spans. A great reason for the entire family to head out on a run!

For more information on Brooks' Kids' Footwear collection, visit www.brooksrunning.com.



Women on the Run

A significant increase of women in the sport of running suggests today's women are more active than ever before.

Just 20 years ago, women accounted for 21 percent of road race finishers. In 2007, nearly 50 percent of all finishers were women. (Source: Running USA)

Brooks has also seen the impact of women's involvement in running in several ways. One favorite piece of evidence is the growing popularity of the skort—a running skirt with built-in shorts.

Introduced in 2006, Brooks' Motion Skort quickly became a top seller. Brooks currently offers two skort styles—the Motion II Skort and Run Skort, the latter of which appeared on the cover of the August issue of *Runner's World*.

"Women are confident in their athleticism and want to show off their femininity as well as their ability," said Michelle Avé, director of global apparel for Brooks Sports.

Stay tuned for two new skorts Brooks will launch next January as part of its spring 2009 apparel collection.



A Season to Reflect

Let's face it—working up the motivation to go for a run when it's dark, cold, and snowing isn't the easiest thing to do. And sometimes, it isn't the smartest.

The National Highway Traffic Safety Administration reports 300,000 pedestrian injuries on average each year from being struck by a moving vehicle in the dark, so athletes need to be even more careful of their surroundings when exercising outdoors during light-deprived fall and winter months. Brooks offers a few tips to give runners peace of mind during darker excursions:

- **Light yourself up.** Light up your run by wearing reflective clothing. Brooks' NightLife collection offers 360 degrees of 3M Scotchlite™ 500 candle-power retro-reflectivity and neon fabric proven to increase visibility in the dark.
- **Run against traffic.** It's a lot easier to avoid accidents if you can see oncoming traffic. And it's the law!
- **Save music for the gym.** Let nature inspire your run. Headphones can be dangerous when used during outdoor workouts and can block out audible warnings of oncoming vehicles.
- **Run with a partner.** That means double the visibility, double the motivation, and double the fun!

Run Greener with BioMoGo Now available in the Trance™ 8!

Building off the momentum gained by the 2006 *Runner's World* International "Best Innovation" Award for environmentally sustainable development projects, Brooks recently debuted the first-ever biodegradable running shoe midsole: BioMoGo.

Brooks has taken the long-lasting cushioning of its original MoGo midsole and made it environmentally friendly. How, you ask?

Brooks added a non-toxic, natural additive to the MoGo compound that encourages anaerobic microbes to munch away once it hits an active landfill.

Traditional Ethylene Vinyl Acetate™ (EVA) midsoles can last up to 1,000 years in a landfill. BioMoGo's microbial munch rate is a staggering 50 times faster, biodegrading nutrients into reusable byproducts in about 20 years!

That means that within 20 years time, Brooks alone will save 29.9 million pounds of landfill waste.

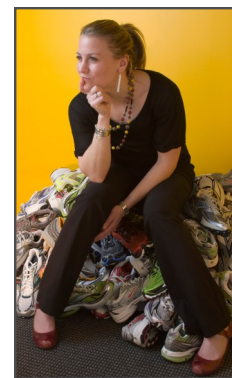
BioMoGo officially launched in the Trance™ 8 in July 2008, and all Brooks shoes with MoGo will receive BioMoGo in 2009. But do runners really value more eco-friendly products options?

According to *Runner's World's* Environmental Shoe Survey from October 2007, 64.92% of all respondents definitely or probably would pay a premium for a more environmentally friendly running shoe.

Check out [The Green Room](#) to learn more about how Brooks approaches environ-



Brooks Expert Claire Wood, footwear product line manager



Putting a little spring in your step, Claire helps develop the footwear that fits (and looks) so nice on your feet.

The eyes and ears for the brand, she evaluates consumer footwear trends, needs, and desires, and translates them to her team.

So whether you need to know about the latest cushioning technology for neutral runners, the design impetus behind Brooks' newest trail running shoe, the colors runners want on their feet, or how the Guidance category differs from the Support category, Claire's got you covered.

And as an avid runner and former Division 1A track and cross-country star, she has the street cred to back up that corporate title.

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