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LASALLE BANK BECOMES TITLE SPONSOR OF THE CHICAGO DISTANCE CLASSIC
Half Marathon to be called The LaSalle Bank Chicago Distance Classic

CHICAGO (January 31, 2006) – LaSalle Bank continues to grow its involvement in the running community in Chicago as the Bank will now become title sponsor of the Chicago Distance Classic half marathon. **The LaSalle Bank Chicago Distance Classic** joins LaSalle’s two other marquee Chicago-based running events, The LaSalle Bank Shamrock Shuffle and The LaSalle Bank Chicago Marathon.

LaSalle has a rich history in sponsoring road races and continues to be aggressive in its overall sports marketing platform that helps strengthen the bank’s brand and business while contributing to LaSalle’s strong reputation for community support.

LaSalle’s sponsorship and eventual ownership of the Chicago marathon was key to the 26.2-mile Race becoming one of the best in the world, attracting 40,000 participants and more than 1.5 million spectators annually from around the globe. LaSalle hopes to help grow the Chicago Distance Classic as it has the Marathon and The LaSalle Bank Shamrock Shuffle.

“We are delighted to have our name associated with this well-respected road-race,” remarked Mark A. Nystuen, executive vice president – Marketing & Communications for LaSalle Bank. “Our sponsorship is yet another way for the Bank to give back to the community and is a great opportunity for our Marathon participants to gear up for the fall race as The LaSalle Bank Chicago Distance Classic takes place during the heart of the marathon training season.”

The LaSalle Bank Chicago Distance Classic takes place on Sunday, August 13 and is an excellent fit with the training schedules that thousands of LaSalle Bank Chicago Marathon participants will be following. With two full months between the Marathon and The LaSalle Bank Chicago Distance Classic, this summer half marathon will be an excellent method for participants to test endurance and readiness for the Marathon, which takes place Sunday, October 22.

Although 2006 will be the inaugural year for LaSalle Bank as title sponsor, the Bank has been involved with The Chicago Distance Classic in years past. In 2005, The LaSalle Bank Chicago Marathon hosted a “Half Way Home Party” that served as a symbol of The LaSalle Bank Chicago Marathon’s half-way mark. In addition, Carey Pinkowski, executive race director of The LaSalle Bank Chicago Marathon, won the Chicago Distance Classic back in 1988 and the event has since retired 1988 as a bib-number.

MORE

LaSalle Bank assumes title sponsorship of Chicago Distance Classic add one

“As a Chicago native, I have a rich history with this race beginning when I first ran it in 1999,” commented John Bingham executive race director of the Chicago Distance Classic and *Runner's World* columnist. “In 2002, I had the opportunity to purchase the race and it was an easy decision for me to buy it. And now, on the 30th Anniversary of the Chicago Distance Classic, LaSalle Bank as our title sponsor will be able to help us grow this race to a high level like the LaSalle Bank Chicago Marathon and the LaSalle Bank Shamrock Shuffle.”

The 2006 LaSalle Bank Chicago Distance Classic

The 2006 LaSalle Bank Chicago Distance Classic takes place Sunday, August 13 starting and finishing in Grant Park. The Race will begin at 6:30 a.m. and Wheelchair Race will begin at 6:20 a.m. There is also a 5K Race that will begin at 6:50 a.m.

Registration will open February 1, 2006. Interested individuals can register for the half-marathon on-line at chicagodistanceclassic.com and via standard mail. Mail-in registrations must be post marked by July 27. Registration will be made available up through Race Weekend, or until the maximum capacity of 10,000 participants has been reached. Registration for the half marathon is \$50 through August 10 and \$75 Race Weekend. 5K registration is \$25 through August 10 and \$50 Race Weekend. There will be NO RACE DAY REGISTRATION OR PACKET PICK UP.

John Bingham is Chairman and Founder of John Bingham Racing.

For more information on The LaSalle Bank Chicago Distance Classic visit chicagodistanceclassic.com or call (312) 904-9800.

The 2006 LaSalle Bank Chicago Marathon

The 2006 LaSalle Bank Chicago Marathon takes place Sunday, October 22 starting and finishing in Chicago's Grant Park. The Race will be broadcast live on CBS 2 CHICAGO.

Last year's race attracted the maximum 40,000 participants. Elite athletes will compete for a portion of the \$650,000 prize purse, the highest in the sport. The LaSalle Bank Chicago Marathon draws world-class athletes and participants from all 50 states and from more than 120 countries around the globe.

Runners may register online at chicagomarathon.com until the participation cap of 40,000 has been reached (last year the registration cap was reached in mid-July). Race weekend entries will not be accepted. The entrance fee for the Marathon is \$90 for U.S. runners and \$100 for international runners.

The Health & Fitness Expo will take place Friday, October 20 and Saturday, October 21, 2006 at McCormick Place. The weekend will include more than 150 exhibitors featuring the newest designs in running gear and shoes, as well as the latest developments in sports, fitness and nutrition. The Health & Fitness Expo is free and open to the public.

For more information on The LaSalle Chicago Marathon visit chicagomarathon.com or call 312 (904-9800) and for additional information about other LaSalle Bank sponsored sporting events, visit lasallebanksports.com.

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