



4 x 2.5 Miles - August 31, 2007

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**Austin Training Group Challenge Highlights the 2007 Fila Relays
5th Annual Community Event to Benefit the Town Lake Trail Foundation**

Sparks, Maryland – August 1, 2007 – After the success of last year’s inaugural team training group challenge, Fila aims to outdo itself in the 2007 Fila Relays. With the popularity of the race spreading fast, it is expected that 250 teams will sign up to take on the 4 x 2.5 mile relay that laps Zilker Park in Austin, Texas.

Designed to challenge runners at all levels, the Fila Relays are comprised of teams of four, each member running one 2.5 mile loop around the perimeter of Austin’s beloved Zilker Park before handing off to a teammate. After the race, runners will be treated to a free concert in the park by local Austin band, Rumtime, as well as complimentary beverages and dinner provided by Austin’s own Tacodeli. All proceeds raised from the Fila Relays will be donated to the Town Lake Trail Foundation.

According to Paul Perrone, founder of the relay event, “the Fila Relays has become an annual rite of passage leading into the fall racing season. The friendly competitiveness of the relays and the post-race party are a draw both for competitive and non-competitive teams. We deliver a unique event that promises something for all ages and levels of competition. Our Fila Family Zone, where children can paint support posters for their parents is a great way for mom and dad to keep their kids occupied while their spouse runs a lap of the relay. This area was a huge hit last year.”

The Training Group Challenge was overwhelmingly successful in its inaugural year. More than 100 teams associated with various Austin based training groups such as Rogue, Gilbert’s Gazelles, T3 and others competed for top awards in the various team categories. According to Gilbert Tuhabonye of Gilbert’s Gazzelles, this was a major success because “it allowed us to really judge our performance against rival programs and it gave us bragging rights for the year.”

Last year's training group challenge was won by the Gazelle's, although in 2007 other programs have threatened to take the trophy and bragging rights. "Rogue is looking forward to compete in the Training Groups Challenge in 2007, said coach Steve Sisson. Even if we don't win the overall award, I am certain that Rogue will win many age group awards and most importantly have fun! The Fila Relays is one of the greatest events on the Austin running calendar!"

The event reflects Fila's rich sports heritage and is further evidence that Fila is committed to Austin's running community. Fila is the Official Footwear and Apparel Sponsor of the AT&T Austin Marathon and sponsors local running clubs and athletes such as local celebrity Gilbert Tuhabonye and his Gilbert's Gazelles. The event is promoted, produced and owned by The Genesis Agency, a sports marketing and sales company owned by Perrone and operated out of Austin, TX. The 2007 Fila Relays are scheduled for Friday, August 31st, with the race beginning at 6:30pm. For more information on the event, go to www.fila.com/filarelays/ or to www.thegenesisagency.us.

Fila is a leading manufacturer of footwear and apparel for sport and leisure that has developed excellent brand recognition by marketing products with a high design and style content that are endorsed by professional athletes from around the world.