

AUSTIN 10/20 ANNOUNCES PRESENTING SPONSOR, OFFICIAL NUTRITION BAR AND HEADQUARTER HOTEL Sponsors Signing On, Entries Rolling In

Austin, TX - July 27, 2011: The Austin 10/20, the new Texas 10 mile running event sensation, announced today the signing of Manchester Texas Financial Group as Presenting Sponsor of the race, which will be run on April 15, 2012. Manchester Texas Financial Group was recently opened as an expansion of Manchester Financial Group of San Diego, a well known builder and developer of premium hotels.

In recent news, Manchester Texas presented before Austin City Hall major plans to provide the City with its very own premier 1100 room hotel directly adjacent to the Convention Center. Manchester's Convention Center Hotel Project will serve as a major catalyst to the eastern downtown corridor, including significant improvements and further development to Palm Park, Waller Creek and the future growth of Rainey Street. "Manchester Texas admires Austin as Texas' finest city and looks forward to contributing to an already bright future in the City of Austin," said Chairman "Papa" Doug Manchester. "We enjoy the great energy of the City and are proud to be Presenting Sponsor of the Austin 10/20 which we anticipate will be a marquee Austin event for years to come."

The Austin 10/20 has also announced a partnership with Boundless Nutrition and their Oatmega 3 Wellness Bar as the Official Nutrition Bar of the event. Locally owned and operated out of Pflugerville, TX, Boundless Nutrition will provide all participants of the race with one of their delicious and healthy bars. Oatmega 3 Wellness Bars are available throughout Central Texas at HEB, My FIT Foods, Central Market and Whole Foods stores.

Additionally, the Westin Austin at The Domain has been named as Headquarter Hotel of the Austin 10/20. This hotel is conveniently located a few blocks from the start and finish lines of the race and is just steps away from some of the best stores and restaurants in Austin at The Domain Shopping Center. Welcoming yet never overwhelming, comfortable and convenient, the Westin Austin at The Domain is the perfect location to fully enjoy the Austin 10/20 experience.

Race Director Peter Douglass is thrilled with the new sponsors of the Austin 10/20. "Great support from companies such as Manchester Texas Financial Group, Oatmega 3 Wellness Bar and the Westin Austin at The Domain will enable us to budget for, and produce, the most incredible debut running event in the history of road racing. We are happy to say that there is continued high interest in the Austin 10/20 and we expect to make some more big announcements on sponsor and charity partners in the near future."

Race entries for the event have been coming in steadily since the Austin 10/20 was announced a few months ago. With almost nine months still to race day, Douglass anticipates a huge field for the inaugural event. "I've produced some really big first-time races over the years and this one is on track to match them. The City of Austin knows of my history and has already capped this event at a number we cannot exceed. It's too early to tell if we are going to get there but

the momentum is unmistakable and this new race concept is highly attractive to the running public. Our national marketing plan really ramps up in September and within a few months we will see where we stand."

About the Austin 10/20

Organized and produced by Austin based TurnKey Operations, the inaugural event will be held in North Austin at The Domain on April 15, 2012. The race will feature the 10 mile distance and is open to runners, walkers and wheelchair athletes. Twenty stages will be placed every half mile along the course with live rock 'n' roll bands playing. The post-race finish line party will include a huge beer and barbeque garden and main stage headliner act. Big prize money is offered in the open categories for men and women and a 20% Texas resident bonus on top of that. For more information visit www.austin1020.com.

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