

Thousands of Runners Look to runcoach for Personalized, World-Class, Affordable Coaching

San Mateo, CA – Oct. 24, 2012 – *runcoach*, the only 100 percent personalized training service on the Web, today announced that Mebrahtom ‘Meb’ Keflezighi has joined the Board of Directors.

“We are ecstatic to have Meb join us in our mission to help people run more, and run better,” said Tom McGlynn, CEO and founder of *runcoach*. “Meb is the embodiment of consistent, logical training and long-term development.”

In addition to Meb, the *runcoach* Board of Directors includes McGlynn and Rusty Rueff, a former CEO of SNOCAP, EVP at Electronic Arts, and PepsiCo Executive. He is now a technology investor, corporate director, philanthropist and runner from Hillsborough, CA.

“When the *runcoach* team approached me about their mission to bring world-class, personalized training to runners around the world at an affordable price, I was intrigued,” said Meb, from Mammoth Lakes where he is preparing for the New York City Marathon. “Working with *runcoach* gives me an opportunity to help people build a passion for running, regardless of their experience.”

As *runcoach* continues to make its proven training methodology more widely available, the company will seek out other passionate fitness experts. McGlynn explained that Meb epitomizes the *runcoach* goal of reaching runners of all levels.

“Watch Meb at a race expo and he has to be torn away from all the people that want to speak with him,” continued McGlynn. “His enthusiasm and passion to run and help others comes across in his personal interactions, as well as his inspirational performances in competition.”

Meb is set to participate in the New York City Marathon on November 4th where he will try to follow up on his 2009 victory. The 37 year-old is the most decorated U.S. Olympic Marathon runner of this generation winning silver in Athens in 2004 and finishing 4th in London this past summer.

The *runcoach* Board of Directors will help position the company for continuous growth and success through a variety of distribution channels.

About *runcoach*

runcoach provides the world-class, individualized guidance of a personal run coach at an

affordable price for participants of all levels. Through its patented workout engine the online service dynamically delivers customized schedules that adjust for each runner's training.

Individuals improve their starting fitness by 7 percent on average when using *runcoach* for at least six months.

The Chevron Houston Marathon, Zazzle Bay to Breakers and Army Ten-Miler, as well as other leading races utilize *runcoach* services as their official training program.

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