



# Press Release

For Immediate Release

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## **Marine Corps Marathon Redefines Runner/Spectator Experience with Innovative iPhone App** *MCM and Partner Mobomo Debut RaceMate on iTunes*

**QUANTICO, VA (October 14, 2010)** – The Marine Corps Marathon (MCM) announced the release of an innovative new iPhone application that redefines the marathon experience and deepens the race-day connection between runners and spectators. Now available on iTunes, RaceMate, created by DC-based developer Mobomo, integrates GPS technology into the MCM course map providing exact locations to coordinate on-course runner/supporter link up or, for faraway spectators, to monitor a marathoner's progress.

"For runners, locating family and friends along the course is almost as big a challenge as running the MCM," said Marc Goldman, MCM Sponsorship/Marketing Manager. "Getting into the precise location multiple times to see a loved one run the MCM is the challenge for spectators. Mobomo's amazing app bridges a huge communication void between runner and spectator."

The \$1.99 app is compatible with the iPhone, iPod Touch, iPad and, Android platforms. The first-of-its-kind app features live countdown to the MCM, animated course map, interactive pace calculator and map locator for one runner and spectator. An available upgrade for \$2.99 features a multiple runner tracking service.

"When designing RaceMate with the MCM, the Mobomo team talked directly to runners, and asked them what mattered most on race day. Universally, they pointed out the need to maintain deeper connections with their supporters," said Greg Roberts, designer of the app. "While there are many apps that will train you how to run a marathon, RaceMate is the first app designed specifically to enhance the communication between runners and supporters on actual race day."

Market research conducted in August 2010 shows that 84 percent of runners own a smartphone, and that 47 percent of runners will actually be running with their smartphone, representing an unparalleled opportunity for deployment of such a rich application.

"Mobomo has deep experience developing apps for all smartphone platforms," said Barg Upender, CEO of DC-based developer Mobomo. "We are delighted to be able to enhance the running and spectating experiences through the diligent application of technology and design."

Official split time and finisher data will be available on the MCM website ([www.marinemarathon.com](http://www.marinemarathon.com)).

*For media information regarding the Marine Corps Marathon and other weekend events, contact Tami Faram, Marine Corps Marathon Public Relations Coordinator at 703-432-1840 or [tami.faram@usmc.mil](mailto:tami.faram@usmc.mil).*

*Voted the best marathon for families, the Marine Corps Marathon honors the dedication, sportsmanship and patriotism of its participants. Runners from all walks of life participate in the largest marathon not to offer prize money, earning the nickname as "The People's Marathon." The MCM, sponsored by Arlington County, Brooks, GE and Aetna, is the fourth largest marathon in the United States and the eighth largest in the world. The 35<sup>th</sup> anniversary Marine Corps Marathon will be held on October 31, in Arlington, VA. No federal or Marine Corps endorsement is implied.*

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