



Media Contacts:

Angela Fang
afang@baytobreakers.com

Tom McGlynn – 650.342.4683
tom@focusnfly.com

ING Bay to Breakers 12K Partners with Focus-N-Fly to Help Runners Prepare for Race with New Interactive Online Training System
Race participants will receive an exclusive offer from Focus-N-Fly

SAN FRANCISCO (Jan. 8, 2010) - In its 99th year, the 2010 running of ING Bay to Breakers 12K will partner with locally based Focus-N-Fly to offer an online interactive training program for all entrants. Race participants—from beginners to experienced competitors—will have the opportunity to use this individually crafted training at an exclusive price for ING Bay to Breakers participants.

The Focus-N-Fly training system uses individual parameters to deliver a completely personalized regimen. The training adapts to each participant's fitness level, as they enter training log details and run/time trial results so that paces, progression and variance adapt accordingly. The Web 2.0 experience is user-friendly and features a forum where race participants can discuss nutrition, shoes and injuries. This approach has helped thousands of runners complete their first race and set new personal records.

"By providing training powered by Focus-N-Fly, we hope to enhance the experience of our running competitors, as well as first time ING Bay to Breakers participants. Our race on May 16, 2010 provides a perfect New Year's fitness resolution, and we hope that this leading edge training resource will help more runners take on the challenge and succeed," said Angela Fang, race director, ING Bay to Breakers.

"We are excited to partner with one of the premier footraces in the world," said Tom McGlynn, three-time U.S. Olympic Trials marathon qualifier and founder of Focus-N-Fly. "The ING Bay to Breakers is a memorable experience for all and Focus-N-Fly is pleased to offer yet another way to make the third Sunday in May a successful day to remember for every runner."

For more information and to access this exclusive Focus-N-Fly training offer, please visit <http://ingbaytobreakers.focusnfly.com>

About ING Bay to Breakers 12K

Celebrating its 99th year, the ING Bay to Breakers 12K is one of the world's largest and oldest footraces, held annually in San Francisco, Calif. The name reflects the traditional course which takes tens of thousands of participants from the northeast end of the downtown area near The Embarcadero (the "bay" side of the city) to the west end of the city and the "breakers" of Ocean Beach. The 7.46 mile (12 kilometer) race features world-class athletes in addition to costumed runners and 'fun-loving' folks out for a great day of running and walking through San Francisco. To register for the race, go to: www.ingbaytobreakers.com.

About Focus-N-Fly

Focus-N-Fly is a training resource that has helped runners produce thousands of personal bests in races from the 5K-Marathon. The system assigns individualized training based on personal fitness levels, background and schedule availability. As members use the system it updates to keep training at an optimal stress/recovery level. Runners gain fitness, avoid injury and become more aware of personal paces. The Web 2.0 experience is user-friendly with a social forum to access hundreds of other peers and high-level coaches who provide feedback, suggestions and lead on-line webinars. For more information about Focus-N-Fly or to start using the system today, please visit www.focusfly.com or call 650-342-4683.