



Celebrating 99 years
May 16, 2010
San Francisco

Media Contact:

Sam Singer
Singer Associates
(415) 227-9700
singer@singersf.com

Record Early Registration Numbers for 99th Annual ING Bay to Breakers 12K

Participation is already up by more than 30 percent for the historic San Francisco footrace

SAN FRANCISCO (March 1, 2010) – Record registration numbers were announced today by ING Bay to Breakers for the 99th Annual ING Bay to Breakers 12K. Known as “the most unique footrace in the world,” the organizers are proud to announce that to date participation is already up by more than 30 percent than last year’s number of early registrants.

“With our centennial anniversary on the horizon, we look forward to another fantastic year for participants in a race as unique as San Francisco itself,” said Angela Fang, general manager of the race. “We are pleased that we are able to offer the same early registration rate for the third year in a row and are excited to build upon our success from last year’s event.”

Early registration for the Sunday, May 16, 2010 race began Jan. 5. Due to the tight economic times of the nation, ING Bay to Breakers is offering the same registration fee structure for the third year in a row. More than 62,000 participants, world-class athletes, weekend runners and enthusiasts of all ages participated in last year’s race.

Early registration ends March 31, 2010. For those who want to “get ahead of the race” and register to join professional runners, athletes, walkers, crawlers, centipedes and running enthusiasts in costumes for this memorable “only in San Francisco” event, please go to:

www.ingbaytobreakers.com

A Race for Good

ING Bay to Breakers 12K is proud to support numerous beneficiaries in the Bay Area, including the ING Run for Something Better a national campaign that funds free, school-based running programs and introduces kids to the benefits of physical fitness and healthy lifestyle choices; Breathe California, which works to reduce the impact of lung disease through prevention, education, advocacy and patient services; and other local organizations. Additionally, race registration fees help support local San Francisco high school sports.

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. For more information, visit www.ingbaytobreakers.com.

About ING

ING is a global financial institution of Dutch origin offering banking, investments, life insurance and retirement services to over 85 million residential, corporate and institutional clients in more than 40 countries. With a diverse workforce of about 110,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand. In the U.S., the ING family of companies offers a comprehensive array of financial services to retail and institutional clients, which includes life insurance, retirement plans, mutual funds, managed accounts, alternative investments, direct banking, institutional investment management, 3 annuities, employee benefits, financial planning, and reinsurance. ING holds top-tier rankings in key U.S. markets and serves over 14 million customers across the nation. For more information, visit www.ing.com.

ING Bay to Breakers 12K 2010 Sponsors

ING Bay to Breakers 12K 2010 sponsors to date include title sponsor ING, Big 5, Volkswagen, Hyatt Regency San Francisco, Crystal Geysers, STAR 101.3, 103.7 The Band and The San Francisco Examiner.