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Time Warner Cable Goes the Distance as Akron Marathon's Title Sponsor for the 9th Consecutive Year

Title Sponsorship in Place Through 2014

Akron, Ohio (May 11, 2011) – Time Warner Cable (TWC), title sponsor of the [Akron Marathon](#) since its inception in 2003, has renewed the sponsorship contract, which guarantees its role in the event through 2014.

“Sponsorship of the Akron Marathon is just one way Time Warner Cable shows its ongoing commitment to the Akron community,” said Anne Bitong, the Akron Marathon’s executive director. “The event not only provides a health incentive for residents and out-of-town guests, but also adds an estimated \$4 million to the local economy, almost \$600,000 in increased local incomes, and the equivalent creation of more than 24 full-time jobs.”

TWC’s title sponsorship includes financial and in-kind support.

“The Akron Marathon has been an ideal partner for Time Warner Cable over the years,” said Bill Jasso, vice president of communications at TWC. “It gives us the opportunity to reach out to the community in a meaningful, economically productive and health-focused way.”

Over the last nine years, TWC has played a critical role in helping advance the Akron Marathon, which is named by [Active.com](#) as one of 11 running events to do in 2011. The event started with fewer than 3,000 participants in 2003 and 15,000 are anticipated in 2011.

TWC and the Akron Marathon are working together to further enhance the race through technology. Runners can expect advances that will help deliver race information faster and more efficiently than in the past.

“We’re expecting our best marathon yet,” said Bitong. “We couldn’t do it without the support of Time Warner Cable.”

About Time Warner Cable

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located mainly in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media, the advertising arm of

Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at www.timewarnercable.com, www.twcbc.com and www.twcmedia.com.

About the Akron Marathon

The Akron Marathon is organized by the Akron Marathon Charitable Corporation, a nonprofit group that is dedicated to promoting health and fitness. Additional information on the Akron Marathon, Half Marathon and Novo Nordisk Team Relay is available at www.akronmarathon.org or by calling (330) 434-2786 (2RUN).

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