



September 28, 2007

Bloomington, IN --

Indiana Running Company is pleased to announce that it signed a sponsorship agreement with the IU Recreational Sports "Jill Behrman Run for the End Zone" scheduled for Saturday, September 13<sup>th</sup>, 2007.

Run for the End Zone is a charity event in memory of Jill Behrman, a former IU student and employee of Recreational Sports. The event includes a 5K Run/Walk as well as a 1 mile Fun Walk. Proceeds are used to fund the Jill Behrman Emerging Leader Scholarship and Jill's House, a temporary residence for patients having cancer treatment at the Midwest Proton Radiotherapy Institute.

"Indiana Running Company supports the Run for the End Zone because it is one of our goals to promote good health and community involvement with charities that use running and walking as part of their promotion" said Bill Bartley, Indiana Running Company owner. "I think it's great to see Jill's family, the IU student body, and the Bloomington community keeping the memory of Jill and her dedication to physical fitness alive"

Indiana Running Company opened in April 2007 providing Specialty Running and Walking Shoes, Apparel, and Accessories in downtown Bloomington Indiana.