



FOR IMMEDIATE RELEASE

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**As Registration Numbers Climb Steadily, UPMC Health Plan
Becomes Title Sponsor for Pittsburgh Half Marathon**

Deadline for Early Registration for the May 2, 2010 Events is November 28th

PITTSBURGH – UPMC Health Plan will serve as title sponsor for the Pittsburgh Half Marathon, Pittsburgh Three Rivers Marathon, Inc. announced today. UPMC Health Plan is the third title sponsor for the annual event, joining Dick's Sporting Goods as title sponsor for the Marathon, and FedEx Ground as title sponsor for the Marathon Relay.

"The Marathon is a community-based nonprofit event, and we depend on the generous support of both sponsors and runners," said Patrice Matamoros, Race Director. "We are very grateful to UPMC Health Plan for joining us and helping to promote a healthy lifestyle."

Runners are actively registering for the 21st running of the Dick's Sporting Goods Pittsburgh Marathon, which is set for May 2, 2010. Combined registration for all three Marathon events currently exceeds 2,900. At this point in 2008, about 600 people had registered for the 2009 Pittsburgh Marathon, which eventually sold out with the largest field in its history.

"UPMC Health Plan is excited to be a sponsor for the Half Marathon which is an event that is growing in popularity across the country with runners as well as walkers," said Diane P. Holder, President and CEO

of UPMC Health Plan. “The Health Plan is pleased to support this event that encourages so many people to take a healthy step toward becoming more active and fit.”

Runners who register before midnight Nov. 28, 2009, will receive a \$5 discount on their entry fee. In addition, the first 5,000 runners to register will receive a personalized bib.

“We’re pleased to see the early numbers so high, because it allows us to plan in advance for a strong field, and it also allows runners to plan well for their training,” adds Ms. Matamoros.

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MISSION STATEMENT

Pittsburgh Three Rivers Marathon Inc. is a community-based non-profit organization based in Pittsburgh, Pennsylvania, which creates, manages and hosts all events of the Pittsburgh Marathon. We promote the love of long-distance running and enhance community involvement in fitness activities, by creating high quality events open to a wide variety of ages and ability levels. Our events will consistently serve the needs of our registered participants and our sponsors; will engage and reward our volunteers; will strive to enhance the economic well-being of the Pittsburgh region; will partner with public and private entities to create the best possible event experience; and partner with appropriate charitable organizations to give back to the community we serve.

ABOUT UPMC HEALTH PLAN

UPMC Health Plan, the second-largest health insurer in western Pennsylvania, is owned by the University of Pittsburgh Medical Center (UPMC), one of the nation's top-ranked health systems. The integrated partner companies of the UPMC Insurance Services Division – which includes UPMC Health Plan, UPMC Work Partners, *LifeSolutions* (EAP), *UPMC for You* (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, Special Needs, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1.3 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,600 physicians in a 29-county region. For more information, visit www.upmchealthplan.com.

OUR SPONSORS

Three Rivers Marathon thanks our sponsors: Dick’s Sporting Goods, UPMC Health Plan, FedEx Ground, UPMC Sports Medicine, Nike, McKnight Realty Partners, Rothman Gordon Attorneys, Pittsburgh Volkswagen Dealers, Spaghetti Warehouse, and Shapers. To become a sponsor, visit www.pittsburghmarathon.com