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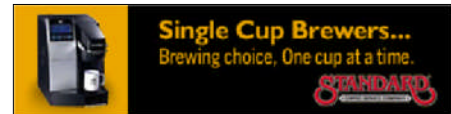
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Quintiles signs on to sponsor new Wrightsville Beach Marathon

By Chris Wilkerson

December 8, 2009

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Clinical research organization Quintiles announced this week that it will be the title sponsor of the new Wrightsville Beach Marathon in March.

Event organizers say that the new marathon will be the only marathon in the Cape Fear region.

"There are a lot of 10Ks and 5Ks but no marathon," in Wilmington, said Tom Clifford, event director and local running coach.

The new marathon will be a Boston Marathon qualifier, Clifford said. Until now, local runners would have to qualify in races in Myrtle Beach or Raleigh, he said.

The new marathon and half marathon are expected to draw 2,000 competitors from dozens of states, and a spectator crowd of roughly 10,000, according to a press release from Quintiles. Clifford said he plans to cap the registration at 1,000 runners per race.

Tom Crichton of Crichton & Partners, a marketing firm, helped secure the sponsorship deal with Quintiles. He said the terms of the deal were undisclosed, but the pharmaceutical company's involvement has enabled event organizers to spend more than \$10,000 in advertising buys for the event.

"The three-year deal (with Quintiles) provides substantial revenue to allow us to market the race locally, regionally and nationally," Crichton said. Those ad buys have already begun.

Runners will begin the marathon quest at Wrightsville Beach. They will wind through Landfall and finish at Mayfaire.

The title sponsorship, which runs through 2012, also includes a health and wellness component for Quintiles employees, providing an educational and experiential running program executed by Clifford. A running coach, Clifford will hold seminars for employees at Quintiles' global headquarters in Durham, promoting the sport as an important component to a healthier lifestyle.

Quintiles has about 25 employees based in Wilmington and 1,500 employees based in North Carolina. Quintiles also has offices in Williamston.

Net proceeds from the 2010 event will benefit charities that will be announced separately.

The new Quintiles Wrightsville Beach Marathon was developed by Clifford's company, Without Limits Running. Sponsorship for the events was secured by Crichton & Partners, the official marketing and communications agency of the new marathon. Set Up Events in Wilmington will produce the events.

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Sabina Newman
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Quintiles Becomes Title Sponsor Of New Marathon In Wrightsville Beach

December 7, 2009:

WILMINGTON, N.C. - The Inaugural Quintiles Wrightsville Beach Marathon presented by Landfall Realty on behalf of the community will officially kick off at 6:30 a.m. Sunday, March 21, 2010. The new marathon and half marathon will start at Wrightsville Beach and travel a 26.2 mile route through the scenic Landfall Community in Wilmington. The events are expected to draw 2,000 competitors from dozens of states, and a spectator crowd of roughly 10,000.

"This is an exciting event in a great venue that Quintiles is proud to be a part of," said Steve Brechbiel, Senior Director of Community Relations. "Everyone involved is committed to providing a quality experience for competitors and spectators alike."

The title sponsorship, which runs through 2012, also includes a health and wellness component for Quintile employees, providing an educational and experiential running program executed by Race Director Tom Clifford. A noted running coach, Clifford will hold seminars for employees at Quintiles' global headquarters in Durham, NC, promoting the sport as an important component to a healthier lifestyle. Quintiles has approximately 1,500 employees based in North Carolina. In addition the headquarters location, Quintiles has offices in Williamston and Wilmington.

"We are thrilled to partner with a company the size and stature of Quintiles," said Clifford. "As title sponsor of the event, Quintiles will share its resources and expertise to help achieve our vision of becoming one of the most popular marathons in the United States." Net proceeds from the 2010 event will benefit charities that will be announced separately.

The new Quintiles Wrightsville Beach Marathon was developed by Clifford's company, Without Limits Running. Sponsorship for the events was secured by Crichton & Partners, the official marketing and communications agency of the new marathon. Set Up Events in Wilmington will produce the events.

Quintiles is the only fully integrated biopharmaceutical services company offering clinical, commercial, consulting and capital solutions worldwide. The Quintiles network of 23,000 engaged professionals in more than 50 countries around the globe works with an unwavering commitment to patients, safety and ethics. Quintiles helps biopharmaceutical companies navigate risk and seize opportunities in an environment where change is constant. For more information, please visit www.quintiles.com.

SOURCE: quintiles.com



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