



## FOR IMMEDIATE RELEASE

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### **The San Francisco Marathon® announces its partnership with Wipro and is ready to run on July 31, 2011.**

San Francisco, Ca- July 22, 2011- The San Francisco Marathon announced a partnership today with Wipro Technologies, the Global Information Technology, Consulting and Outsourcing business of Wipro Limited (NYSE: WIT). Wipro will be the presenting sponsor for 2011 and title the marathon in 2012 and 2013. The three-year association brings together the technology focused community event with the global leader in information technology, consulting and outsourcing.

**Pamela Madigan, Race Director, The SF Marathon said,** "We are extremely excited about the formation of this historic partnership. Wipro's international technology leadership combined with the innovative direction The San Francisco Marathon is undertaking will bring exciting new opportunities and synergies to our athletes and the greater running community".

**Rajan Kohli, Chief Marketing Officer, Wipro Technologies said,** "Wipro is happy to be associated with The San Francisco Marathon, a landmark event for the local community and the country. The SF Marathon celebrates the spirit of the many entrepreneurial successes of individuals here and echoes Wipro's ethos of giving back to the community where we do business. The "Spirit of Wipro" strongly advocates the intensity to win, so we wish all the participants luck for the historic marathon run"

The 34th running of The San Francisco Marathon (TSFM) sponsored by Wipro will take place on Sunday, July 31, 2011. Known for its beautiful scenic views, TSFM presented by Wipro is the only race that runs in the roadbed of the Golden Gate Bridge. The USATF (USA Track and Field) certified loop course starts at the Ferry Building, runs along the Embarcadero, over the Bridge, along the coastline, through Golden Gate Park and the Haight-Ashbury District and past AT&T Park before finishing in front of Cupid's Arrow.

TSFM presented by Wipro is rated one of the top marathons in the US, is the largest marathon in Northern

California, the 13<sup>th</sup> largest marathon in the US and is a Boston Marathon qualifier. It generated over \$42,000,000 in economic output impact for the city of San Francisco in 2010.

Marathon events include the full marathon, two-half marathons, a 5K, a progressive marathon and the second annual Munchkin Kids Run. The elite runners will start the race at 5:30am followed by the remainder of the field with rolling start times between 5:30-6:45am. The first of the 25,000 marathon runners will begin crossing the Bridge at about 6am with the last runner coming off by approximately 9am.

The winner of last year's marathon and course record holder, Keith Bechtol, will be returning this year to run the half marathon while three time winner, Andrew Cook, hopes to regain the course record he last set in 2007. Michael Wardian, another elite to watch, won the National Marathon in Washington D.C. in five of the last six years and won the US 50 km championships in 2008, 2009 and 2010. Wardian just qualified for the US Olympic Marathon Trials in 2012.

One of the many talented women to watch is Kami Semi, who also recently qualified for the US Olympic Marathon Trials and will be participating in the full marathon. She is hoping to add TSFM presented by Wipro to her already impressive list of victories in the Seattle, Portland (twice), San Jose and Atlanta marathons. Another woman to watch, Caroline Kirui will be running the second half marathon and is visiting from Kenya on a working visa. Caroline is trying to establish herself as a mid-distance runner.

There are several celebrities that are running to raise money and awareness for their favorite charities. Sophia Bush of the television show One Tree Hill will be running the 5K to promote volunteerism as well as raise money for The Nature Conservancy. Bush will be hosting the Fundraiser Superstar Tent where there will be food and drink, ice baths for aching feet, massage and a private gear check before the race. All runners who raise \$1,000 or more for an approved charity will have access to this tent at the start/finish line. Jared Fogle, spokesperson for Subway, will be running with Olympic Gold Medalist and Dancing with the Stars Champion, Apolo Ohno, to raise awareness for the Jared Foundation whose mission is to stamp out childhood obesity. Ada Wong and Jesse Atkins, contestants of season 10's Biggest Loser, will be running the first half marathon to raise funds for the American Red Cross.

Sam Felsenfeld and Dane Rauschenberg, charity runners, will be chasing all of the marathon runners for charity. Both will be starting dead last and seeking pledges for every runner they pass, with proceeds going to their respective charities. Sam's running for the American Institute for Cancer and the Be Aware Foundation and Dane is running for Committed2Community to raise money for volunteer groups that help with the marathon. Sam and Dane will see who can pass the most runners and ultimately raise the most money for charity.

And then there's Tim Borland... In 2007, Tim Borland set out on what proved to be a life-changing journey, traveling across the U.S., as he and his family embarked on the A-T CureTour. His purpose and mission was to help advance the work of the A-T Children's Project, fighting a rare and fatal children's disease called Ataxia Telangiectasia (A-T). Tim ran a full 26.2 miles each day for 63 days in 63 different communities across the U.S. while pushing a mobility-jogging stroller. Since completing this incredible feat, Tim has continued to fight for a cure for A-T. He will lead the A-T Cure Team in San Francisco by running the full marathon while pushing young patient Cathryn in her wheelchair.

Come support your community, join in the fun and help cheer on the runners. There will be over 20 cheer stations, 36 bands and forms of entertainment along the course including the San Francisco Boys Chorus, The Beehavers, Abada Capoeira, The Space Cowboys' Unimog and LoCura at the finish line. The Art Mile will be between mile 24-25 on Terry Francois Blvd. so be on the lookout for San Francisco's best art cars, cheer groups, costumes, music and fun. Please check <http://www.thesfmarathon.com/get-involved/spectator> for more details. Hope to see you there!

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## **About Wipro Technologies**

Wipro Technologies, the global IT business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better. Wipro Technologies delivers winning business outcomes through its deep industry experience and a 360 degree view of “Business through Technology” – helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation and an organization wide commitment to sustainability, Wipro Technologies has 120,000 employees and clients across 54 countries. For more information, please visit [www.wipro.com](http://www.wipro.com)