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PRESS-RELEASE VIENNA CITY MARATHON

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## OMV and Vienna City Marathon present marathon world record holder Paula Radcliffe in Vienna

- Paula Radcliffe is to run the OMV Half Marathon in Vienna on April 15, 2012
- OMV is title sponsor at the Vienna City Marathon for the first time

OMV and the Vienna City Marathon (VCM) are proud to present the marathon world record holder – superstar athlete Paula Radcliffe – at Austria’s biggest sporting event. The Brit will run the OMV Half Marathon at the VCM on April 15, 2012 and is keen to finish the 21.0975 kilometer distance in first place with a stellar time. In 2012, OMV will for the first time act as main sponsor for the half marathon, making this world-class race in Vienna possible.

“I am very much looking forward to racing in Austria for the first time. It will be a very important test for me. I want to run this half marathon fast and then build on that for the Olympic Games,” said multiple world champion Paula Radcliffe in a telephone conversation with VCM, speaking from Iten in Kenya where she is currently training at an altitude of 2,400 meters. The 38-year old British athlete is gearing all her training in 2012 towards the marathon at the London Olympics, where as world record holder in her discipline, she is one of the host country’s greatest medal hopes.

### Gerhard Roiss: “OMV gets people moving”

“Paula Radcliffe is in the spotlight more than any other female runner,” says OMV CEO Gerhard Roiss. “In just a few months, she will be competing for a medal in the Olympic marathon, as world record holder and in her own country. We are therefore especially proud that she will be on the starting line at the OMV Half Marathon. There is a long tradition of running at OMV; we want to get people moving, as is shown by our race sponsorship and also by our fitness program for our own employees – OMV Run & Fun. For the tenth time, some 500 OMV staff members will be competing in the VCM this year,” adds Roiss – himself a marathon runner – underlining OMV’s commitment to the sport. “Furthermore, one of our most vital tasks as a company is to manage limited resources responsibly and sustainably. Similarly, as a runner I know that conserving my own energy resources means everything at the marathon distance. All in all, Austria’s largest race event is a perfect fit for us, and I am confident that the passion Paula Radcliffe has for the sport will inspire even more OMV Run & Fun participants and runners to join in,” adds Roiss, a veteran of several marathons.





### **Paula Radcliffe: “You must run Vienna”**

The legendary athlete, Haile Gebrselassie, gave Radcliffe a major push towards competing in Vienna after he ran the VCM Half Marathon in 60:18 minutes last year: “I spoke to Haile at the Berlin Marathon last autumn,” Radcliffe describes. “He told me how supportive the public was and how fast he found the course. He said: ‘You have to do it!’, and that made me want to come to Austria and run fast.”

Radcliffe’s uncompromising commitment to every race has become her trademark. The mother of two – her daughter Isla came into the world in January 2007 and her son Raphael was born in September 2010 – has also developed into a leading ambassador for her sport: “I talk about the health benefits and self-confidence running can bring. We see that children who run or play sport get better results at school and cooperate better within a team or in the workplace. I consider that very important. I want to say to as many adults and children as possible that they ought to run to see how much fun they can have and what the benefits can be.”

### **Wolfgang Konrad: “The VCM is Radcliffe’s Olympic dress rehearsal”**

“I am delighted that we are able to bring this exceptional athlete runner to Vienna in this Olympic year with OMV’s support. Her appearance in Vienna will be very special,” says VCM organizer, Wolfgang Konrad. For Konrad, Paula Radcliffe’s participation in the Vienna City marathon ahead of the Olympic Games underlines the confidence that exists in the quality of the event. “Paula does not leave anything to chance and has deliberately chosen to race in Vienna. For us as organizers, it was clear that expectations are high after Haile Gebrselassie’s star appearance last year. We have taken up the challenge and want to bring world-class performers to Vienna once again. Paula Radcliffe has been one of the absolute leading lights of running for more than a decade. She is a charming and intelligent woman. Her fighting spirit is legendary, as is the forthright way in which she has spoken out against doping and for fairness in sport. I firmly believe that Paula will capture the hearts of Austrians.”

### **Paula Radcliffe’s outstanding success**

Paula Radcliffe secured qualification for the London Olympics by finishing third in the Berlin marathon last September in a time of 2:23:46. The 2002 IAAF Athlete of the Year will thus compete in her fifth Olympic Games. Her previous highest-placed finishes at an Olympics are fourth place in Sydney in 2000 in the 10,000 meters and fifth in Atlanta in 1996 in the 5,000 meters.

However, 38-year-old Radcliffe, who is married to former 1,500 meter runner, Gary Lough, has given far better proof of her exceptional class in other championships and races. Her marathon world record time of 2:15:25, which she ran in London in 2003, is recognized as one of the best performances in the whole of athletics, and no one has come close to beating it in the nine years since it was set. The second fastest time ever set by a woman is some 2 minutes and 55 seconds slower.

Radcliffe has won the London and New York marathons three times, as well as winning the Chicago marathon and becoming World Marathon Champion in Helsinki in 2005. She is also a three-time World Half-Marathon Champion and has twice been crowned World Cross-Country Champion. In the 2003 half marathon in Newcastle, Radcliffe achieved an exceptional time of 65:40. However, due to a slight downward gradient in the otherwise challenging course, this



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time does not count as a world record. Her best time on a regulation course is still an impressive 66:47 (World Half Marathon Championship in Bristol in 2001).

She won at the 10,000 meters in the European Championships in Munich in 2002 in the pouring rain, putting in a memorable solo run to come home in a new European record of 30:01:09. She holds a second world record in the 10 kilometer road race, set in 2003 in San Juan in a time of 30:21. Radcliffe also received the Laureus World Comeback of the Year Award for winning the 2007 New York City Marathon after a two-year break from running following the birth of her first child and a stress fracture.

## 29. Vienna City Marathon, 15 April 2012

### Competitions

#### **Vienna City Marathon (42.195 kilometers)**

start: Wagramer Straße / UN Building / Reichsbrücke, 9 a.m.

#### **OMV Half Marathon (21.097 kilometers)**

start: Wagramer Straße / UN Building / Reichsbrücke, 9 a.m.

#### **Relay Marathon** (4-person teams: 16.1 kilometers / 5.7 kilometers / 9.1 kilometers / 11.295 kilometers)

start: Wagramer Straße / UN Building / Reichsbrücke, 9 a.m.

#### **Coca Cola Run 4.2** (4.2 kilometers - for children and young people between 10 and 18)

start: Lassallestraße, 8.30 a.m.

#### **Coca Cola Run 1.0** (1 kilometers - for children between 6 and 10)

start: Ringstraßengalerien, 8.30 a.m.

All of the races finish at Heldenplatz.

For more information and online registration, visit [www.vienna-marathon.com](http://www.vienna-marathon.com)

### Background information OMV

#### **OMV Aktiengesellschaft**

With Group sales of EUR 23.32 bn and a workforce of 31,398 employees in 2010, OMV Aktiengesellschaft is one of Austria's largest listed industrial companies. In Exploration and Production, OMV is active in two core countries Romania and Austria and holds a balanced international portfolio. OMV had proven oil and gas reserves of approximately 1.15 bn boe as of year-end 2010 and a production of around 287,000 boe/d in 9m/2011. In Gas and Power, OMV sold approximately 18 bcm of gas in 2010. In Refining and Marketing, OMV has an annual refining capacity of 22.3 mn t and as of the end of September 2011 approximately 4,700 filling stations in 13 countries including Turkey. In Austria, OMV operates a 2,000 km long gas pipeline network with a marketed capacity of around 89 bcm in 2010. With a trading volume of around 34 bcm in 2010, OMV's gas trading platform, the Central European Gas Hub, is amongst the most important hubs in Continental Europe. OMV further strengthened its position through the ownership of a 97% stake in Petrol Ofisi, Turkey's leading company in the retail and commercial business.





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### **Sustainability**

OMV is a signatory to the UN Global Compact, and an active supporter to the values enshrined in its Code of Conduct. These include a strong sense of responsibility towards the social and natural environment, especially in economically weak regions. OMV continuously addresses economic, environmental and social issues related to its business in a responsible manner. The company reports on its activities in a sustainability report in accordance with the Global Reporting Initiative Guidelines.

### **OMV sponsoring**

OMV's sponsorship extends to sport and culture. In the sporting arena, OMV is involved in regionally significant locations in Central and Eastern Europe in ski jumping (national ski associations in Austria, the Czech Republic, Slovenia and Romania), running and football. OMV's cultural sponsorship focuses on promoting cultural exchange between its core markets in Austria, Romania and Turkey in the field of contemporary fine arts.

### **Background Information Vienna City Marathon**

The Vienna City Marathon (VCM) was first held in 1984 and has since become Austria's largest sporting event, involving more than 32,000 runners. Competitors from over 100 nations underline its international reputation. 300,000 spectators cheer on the runners along a route that takes them past numerous historical monuments. The event combines running with Vienna's classical culture and offers a platform for social and charity projects. The VCM provides an important boost to the economy and each year generates domestic spending of EUR 18 million. The runners will put in over 2.5 million hours of training in preparation for the Vienna City Marathon, making the VCM Austria's biggest exercise and health initiative. The IAAF has awarded the Vienna City Marathon the IAAF Road Race Gold Label, the world's highest category of road race.

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