

What Makes the Running Room RUN



✦ The “Experience”



Kevin Higa, CA – Running Room Career

- **Chief Financial Officer – 12 years**
- **Bachelor of Commerce – U of A – 1985**
- **Chartered Accountant - 1989**
- **Deloitte & Touche – 7 years – audit group and tax group**
- **Foundation Mergers & Acquisition – 3 years –
Partner**
- **Running Room – past 12 years**
 - **19 stores to close to 100 Stores**
- **Advisory Board – U of A School of Retailing, Canadian Institute of Retailing & Services**
- **Chair/Member various Retail Council of Canada Committees**

- **Avid Runner and Triathlete – training for 20th marathon**



Running Room's First-Place Finish

Opened in 1984

USA Expansion in 2001

Close to 100 stores today – Canada and United States

250 Full Time and 700 Part Time Team Members

Family Owned – John Stanton & family





Triple Win

CUSTOMER/INDIVIDUAL

COMMUNITY

CORPORATION



CUSTOMERS – Build Loyalty

Unique customer experience

Focus on three components:

People – engage the customer

Products – right relationships

Passion – shared commitment



Running Room

Know Your Customer – Running Room Weekly Focus Group





Running Room

Friendly Knowledgeable Staff Top Notch Service





Running Room

Quality Products and Presentation





Running Room

Create Passion





Running Room

Create a Crowd





Running Room

Include fun and action





Running Room

Create an Event 20 Minute Challenge





Running Room

Make the visit enjoyable





Running Room

Educate and develop your market





Running Room

Provide Unique Experiences





COMMUNITY

Give Back to Your Community

Support Your Community

**Support a Healthy and Active
Community**

**Support Healthy and Active
Individuals**



Running Room

Giving Back

GIVING

Welcome to the Running Room Giving site!

Let us support you in your charitable endeavours.

Our Giving site consists of four main areas:

- 1 If you are searching for an athlete to sponsor, click on **Pledge An Athlete**.*
- 2 To donate directly to a charity, click on **Donate To A Charity**.*
- 3 Create your own personal home page to support your favourite charitable cause. Click on **Raise Funds** to begin!*
- 4 There are many events that raise funds for a charitable cause. Click on **Join A Sponsorship Event** to register for an event or race that is affiliated with a charity.*

Pledge An Athlete



Donate To A Charity



Raise Funds



Join A Sponsorship Event





Running Room


Help a cause





Running Room

Survivor Clinics - Free






proud sponsor of
CANADIAN BREAST CANCER FOUNDATION
CIBC RUN
for the CURE

Survivor Clinic 2006

This clinic is FREE - Starts July 24th

The 10 week "For Women Only" Learn to Run clinic is structured entirely around breast cancer survivors needs and will give participants a chance to network with other women who have faced similar challenges with their health. This clinic uses running, walking, stretching and health education to provide the tools for long lasting fitness. It is ideal for survivors who want to set and attain new fitness goals such as running (or walking) in a 5km event.

New Balance Canada, Running Room and Walking Room are offering this exclusive opportunity to women who have endured and overcome breast cancer to train for the 5k or 1k Canadian Breast Cancer Foundation CIBC Run for the Cure.

REGISTER IN STORE - 109 STREET RUNNING ROOM, EDMONTON, AB , P: (780) 433.6062



Running Room

Support local charities





Running Room

Build a Sense of Community





Running Room

Help them get started

You Can Do It!



John Stanton's guide to training for the Canadian Breast Cancer Foundation CIBC Run for the Cure

Presented by the Running Room, a proud sponsor for helping create a future without breast cancer.



John Stanton's Training Programs

WALKING - 5K

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Week 1	Walk 25 min	Rest	Rest	Walk 25 min	Rest	Walk 20 min	Rest
Week 2	Walk 30 min	Rest	Rest	Walk 25 min	Rest	Walk 20 min	Rest
Week 3	Walk 35 min	Rest	Rest	Walk 25 min	Rest	Walk 20 min	Rest
Week 4	Walk 40 min	Rest	Rest	Walk 25 min	Rest	Walk 20 min	Rest
Week 5	Walk 45 min	Rest	Rest	Walk 25 min	Rest	Walk 20 min	Rest
Week 6	Walk 45 min	Rest	Rest	Walk 30 min	Rest	Walk 25 min	Rest
Week 7	Walk 45 min	Rest	Rest	Walk 35 min	Rest	Walk 30 min	Rest
Week 8	Walk 45 min	Rest	Rest	Walk 40 min	Rest	Walk 35 min	Rest
Week 9	Walk 45 min	Rest	Rest	Walk 45 min	Rest	Walk 40 min	Rest
Week 10	Walk 45 min	Rest	Rest	Walk 45 min	Rest	Walk 45 min	Rest
Week 11	Event Day						

COME AND JOIN US AT THE RUNNING ROOM & WALKING ROOM FOR OUR WEEKLY PRACTICE RUNS/WALKS - IT'S FREE!



Running Room

Real People & Real Stories

inspiration



running/walking, so I went to the Oakville Running Room when I met Paul and Gary—several months later, several races later and, of course, five pairs of shoes later, I consider them irreplaceable friends and motivators. Their knowledge has aided me immensely. They helped me set up races—most notably Mississauga—got me into a half marathon clinic and now have given me the incredible opportunity to teach a full marathon walking clinic. I have looked for and found some incredible coaching, but it all goes back to the help that Gary and Paul offered me. I have been fortunate to win a 10 km open event, three 5 km races and placed 3rd open in another. I have completed four half marathons this fall. In the three that had walking categories I was able to place in all. In open male in one, 3rd overall, in open male in another and a shocker for overall open in Agincourt in November in a PR of 2:24:30. I did my first marathon in Las Vegas on December 10, 2006—there really is nothing like your first—and my time (including port time) was 5:17:32, far beyond my expectation. Back in January I had said to my trainer that I wanted to be able to do a marathon in less than 6:30 after training for the better part of a year. I hope for 5:30, which a lot of people thought was somewhat of a lofty goal. So needless to say I was thrilled with the outcome.

By Allan Medel

70lbs later...

My name is Allan Medel, age 55, and I am about to embark on introducing my fine clinic for the Running Room—a marathon walking clinic—in Oakville, Ontario. I would like to share with you the journey I have been on to get me to this point.

In February of 2005 I had full knee replacement surgery on the right side, and while feeling sorry for myself, I became a dedicated couch potato—the only exercise I took part in was wheeling for the remote control. On a recent trip to Hawaii, I got on the scales at our hotel—something I had avoided for quite some time. I was shocked and embarrassed to see that my weight was a disturbing 250lb and my waist size was an equally disgusting 43 inches. Upon returning, a physical at my doctor's office confirmed this and also that my doctor was concerned about my blood pressure, as it was on the high end of normal. A friend of my wife's had just come back from

walking her first marathon in Honolulu and my wife said I should try this—and dared me to do so. Not being one to back away from such a dare, the challenge was on. I started at a local gym in January 2006 and also began to work with a personal trainer who, when I told him my goal was to complete a marathon as a walker by the end of 2006, sort of raised his eyebrows. When he saw the look on my face he decided I was being serious and off we went on a very intense program. I quite simply became somewhat obsessive about my training and the pounds started dropping off. I began my love affair with power/walk walking. My trainer, Rob Marsh, suggested that I should try some shorter races before tackling the marathon, which obviously made sense. I registered for the Mississauga Marathon 10 km—I finished this in 1:16:29. When I crossed the finish line I was thrilled and pumped and was looking for another race to enter. I was hooked on the competition. I need some help though from people that knew more about

I have done almost 4000 km in training this year along with cross training and strength training as well. I have so much more energy now and feel so much more alive. I have become a very vocal advocate of our sport—competitive walking is growing and more events are needed to give us more credibility. I have found the races in the U.S. to be generally more walker friendly and that is a shame as we have some great venues here and race organizers are missing the boat if they leave us out. There have even been incidents in Ontario of winning walkers not getting trophies they have been promised—that is another story in itself.

A little side note: my weight is now 180 lb, down 70 lb; my waist size is 32 inches, down 11 inches; my resting heart rate is 51 and the last time my blood pressure was checked it was at 101/72. I haven't ever felt this great. Bring on the 2007 racing season. And thank you, Running Room. ■



COMPANY

Profitable

Focused

Be the Best

Create Strong Partnerships

Great Place to Work



Running Room

Clear Focus





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Core competency





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Best in class

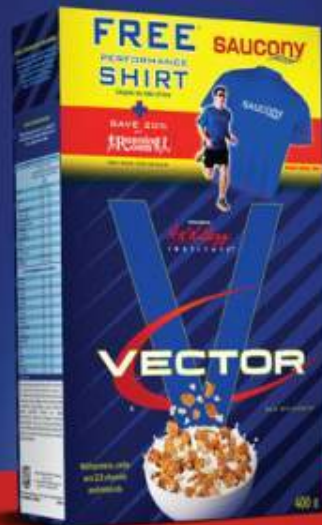




Running Room

Partnerships

Now we've got something else
all athletes want.
FREE SPORTSWEAR.



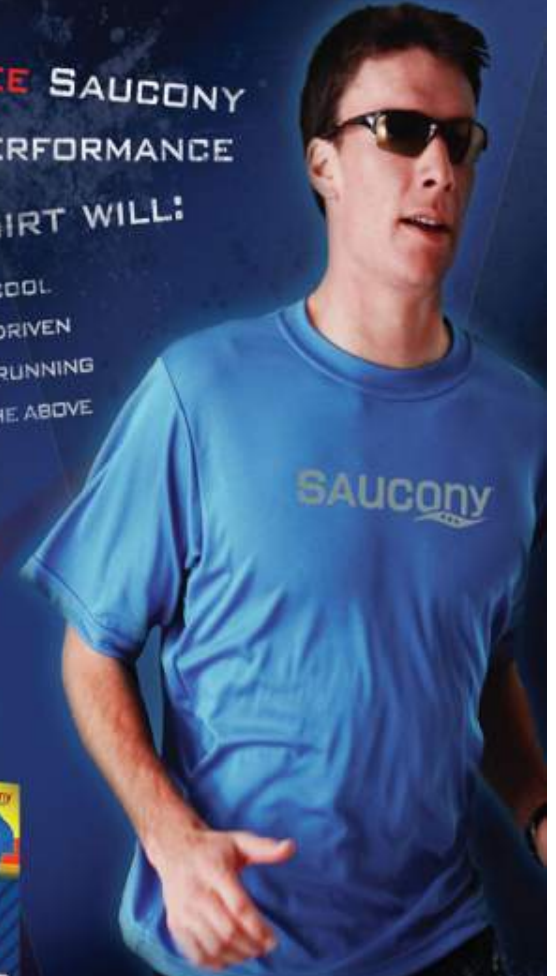
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WITH EVERY PURCHASE OF SPECIALLY MARKED BOXES OF VECTOR MEAL REPLACEMENT, YOU'LL GET A COUPON FOR A FREE 140 SAUCONY PERFORMANCE SHIRT, REDEEMABLE AT ANY RUNNING ROOM STORE. VISIT GETRUNREADY.CA FOR DETAILS.

FUEL UP

MY **FREE** SAUCONY
HIGH-PERFORMANCE
SHIRT WILL:

- KEEP ME COOL
- KEEP ME DRIVEN
- KEEP ME RUNNING
- ALL OF THE ABOVE



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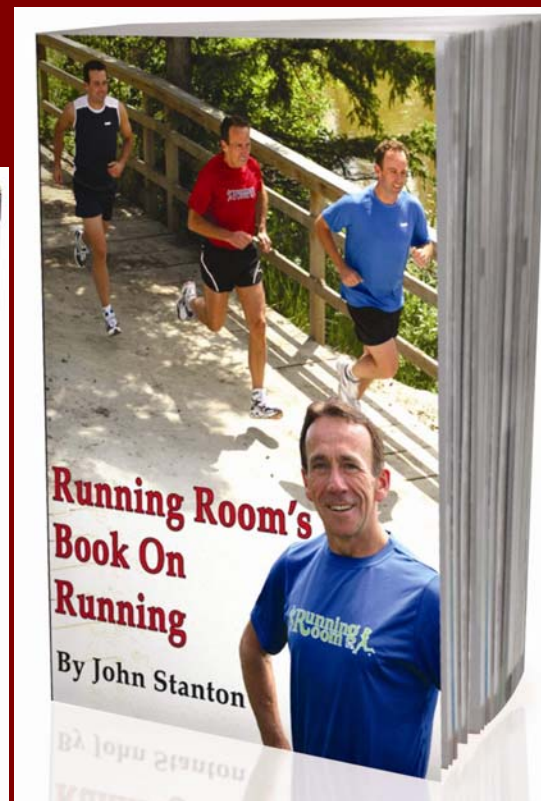
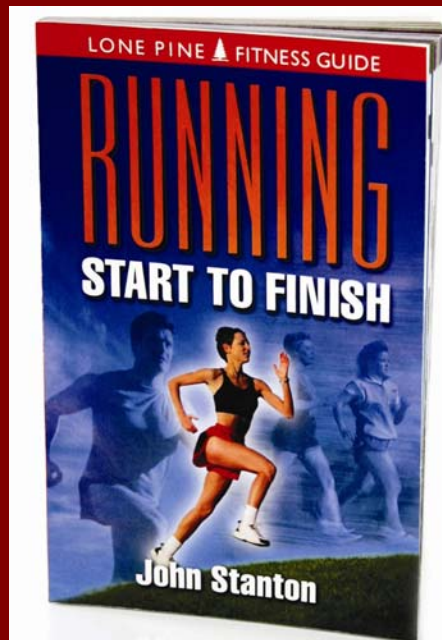
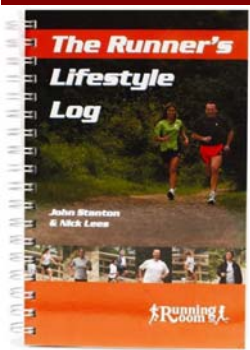
Referral by customers





Running Room

Methods, systems and procedures





Running Room

Passionate Focus





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Have some fun!





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Working or Playing





Running Room

SOMETHINGS CAN'T CHANGE

Canada/US/Quebec/Foreign Markets

- **CORPORATE STRATEGY**

- Core Competencies

- Product Service

- Sales and Marketing

- **FOCUS**

- **CORPORATE CULTURE**

**STICK WITH THE WINNING
FORMULA**



Running Room

Always create a triple win Customer/Community/Company

