

PRESS RELEASE

International Business School IPFM becomes the first educational partner of Prague International Marathon

Prague, February 24, 2011: **Prague International Marathon spol. s r.o.** (PIM) announces today that the **Institute for Industrial and Financial Management** (IPFM), has become an educational partner for this year's PIM Running Circuit. IPFM is an internationally certified Business School based in Prague and established in 1998 by leading local and multinational corporations especially from the automotive sector. IPFM offers high quality Executive MBA programs to both Czech and foreign management. IPFM will never cease to scoop the cream of prominent professors around the world to join the school as its teaching staff. This is the most effective way of preparing students for global leadership competence and excellence.

Talking about this new cooperation, Professor Dr. Horst Guenter, the Co-Founder and Director of IPFM says:

"There is no question that lifelong education is a must for all senior managers. To enhance their capabilities and managerial tools by taking a tough, high quality executive MBA is like taking the decision to run a Marathon. But we know from our hundreds of successful alumni, that their decision to study for a MBA degree in addition to their ongoing management job is the business decision of a lifetime."

Dr. Carlo Capalbo, President of the Organising Committee of the Prague International Marathon, who, himself, earned an MBA in California some 20 years ago, went on to say:

"Managers that want to be successful and are looking to enhance their career in the long-term, need not only to train their brains but also their physical condition and willpower. We think, therefore, that the combination of running a marathon and deciding to study for an MBA is the ideal training basis for all successful managers."

We have observed that more and more senior managers are joining our races and that many of the leading companies in the Czech Republic are actively encouraging their staff members to participate in the competitive corporate distance races offered by PIM. We hope that this new association will encourage even more managers to get involved in both disciplines.

The first race of the PIM Running Circuit, 2011, is the Hervis Prague Half Marathon, which takes place on Saturday, 2nd April, 2011. For more information, please visit: www.praguemarathon.com.

The next MBA program in English enrolls on 28th April, 2011 in Prague. For further information, please visit: www.ipfm.cz.

Ends.