

**Entertainment Lighting Services and OnBoard Entertainment Bring
Nike's Human Race to Life – Start to Finish**
*Leader in Live Event Lighting Stages Kick-off Live Music Performance and
10K Charity Road Race*

Los Angeles, CA – September 9, 2008 – Entertainment Lighting Services (ELS), a leading supplier of lighting and staging equipment, was selected by OnBoard Entertainment to produce both the kick-off concert and the 10K road race for the Nike Human Race in Los Angeles.

The event kick-off included a live performance and guerilla video shoot with the band Ok Go at the Ricardo Montalban Theater on the night of July 23, 2008. The 10K road race featured 13,000 runners, as well as live music and dancing, at the Los Angeles Coliseum on August 31, 2008.

To create a sense of excitement at the Montalban Theater, the entire façade of the historic theater was draped in crimson fabric provided by Dazian Fabrics. The chart-topping band Ok Go performed their hit song, “Here it Goes Again,” live from an 18 foot high stage constructed over the theater’s marquee. Over 20 treadmills were arranged in front of the theater with a crew of choreographed dancers who reenacted the band’s popular video routine. They were cheered on by a live audience and film crew. The viral video shot at this event was posted online to promote Nike’s Human Race, the world’s largest one-day running event.

ELS worked to coordinate all aspects of this live production – from draping the façade of the theater, constructing the stage over the marquee, running all of the lighting and audio on street level, to working with the city to secure all the necessary permits.

“We had only one take, and we executed Nike’s vision for this event flawlessly” said Joel Goldman, account manager at Entertainment Lighting Services. “There were many logistical challenges in producing the event at this location. The intersection of Hollywood and Vine is a high traffic area, where it is difficult to close down traffic. This event was made possible because of the close working relationship that ELS shares with the city.”

On race day, ELS set up stage, lighting and sound at nine locations across Nike’s 10k racecourse. All of the press lighting at the start line, backstage, and the VIP area was provided by ELS. Strict policies for street closures required that ELS execute precision timing of the set-ups for many high-traffic locations along the race route. To accomplish this, ELS pre-produced and structurally engineered a rolling start/finish line truss structure that could reposition quickly. ELS also erected multiple rolling press risers and performance stages along the race route.

The successful execution of this event was made possible because of ELS’ large inventory of in-house equipment. Any additionally requested equipment needs were met with no delay, even on a holiday weekend.

“Whether it is a small task or an audacious dream, I always trust that ELS will surpass my expectations,” said Emily Miller of On Board Entertainment. “Joel and his team continue to execute flawlessly. I constantly look for ways to incorporate ELS into my projects!”

About Entertainment Lighting Services

Established in 1991, Entertainment Lighting Services (ELS) is a leading supplier of lighting and staging equipment, providing the most technologically advanced lighting equipment for rental and sales, as well as a full range of production services. ELS serves the entertainment industry, corporate customers, event planners, themed locations and theater professionals nationwide. Visit ELS online at www.elslights.com.

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