



2nd of November 2011  
[XPERIATHON communiqué Scandinavia]

# 26 NOVEMBER 2011

## 12:00 CET



**One date. One Distance. One time. Anywhere. Everywhere. ALONE.**

On the 26th of November at precisely 12.00 CET Sony Ericsson will host XPERIATHON. It's a regular marathon in all aspects except one: All participants run wherever they choose to. When the first one completes 42 kilometres we will have a winner. It's the first marathon that takes place all over the place. It's also a chance to win glory, honour and some pretty neat prizes. The marathon is open to everyone with Endomondo, Map My Fitness or Runkeeper installed on their smartphone.

**Background:** Sony Ericsson just launched the Xperia™ active which is a water and dust proof super-potent smartphone in a sleek design. Xperia™ active offers, among other useful things, full ANT+ compatibility. The phone is targeted towards the user who wants to take full benefit from a smartphone that understands the demands of a truly active lifestyle that includes crappy weather, sweat and glory.

Read more and sign up at [www.xperiathon.com](http://www.xperiathon.com). Do tell your friends.

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Read more about this little marvel at: <http://www.sonyericsson.com/>

Still wondering what it's about?

E-mail: [info@xperiathon.com](mailto:info@xperiathon.com) | twitter: [www.twitter.com/xperiathon](http://www.twitter.com/xperiathon) | Facebook: [www.facebook.com/xperiathon](http://www.facebook.com/xperiathon)  
Or contact Erik Yström, Nordic PR Manager at Sony Ericsson, [erik.ystrom@sonyericsson.com](mailto:erik.ystrom@sonyericsson.com)

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