

NATIONAL SPORTS FORUM™ PRESS RELEASE

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Greater Louisville Sports Commission to host the 2011 National Sports Forum

San Diego, CA (8/26/09) – The National Sports Forum is pleased to announce that it has selected Louisville, KY (on behalf of the Greater Louisville Sports Commission) as the host community for the 16th annual National Sports Forum (NSF) to be held in January of 2011. The NSF is the largest annual cross-gathering of the top team sports marketing, sales, promotions, and event entertainment executives from throughout the broad spectrum of teams and leagues in North America.

Greater Louisville Sports Commission Interim Executive Director, Karl F. Schmitt, Jr. states, "We are honored to host the National Sports Forum in 2011. Ron Seaver and his staff do an excellent job bringing together senior-level executives from sports teams and marketing executives from major corporate sponsors. It is beneficial for Louisville to host the most influential sports groups and the National Sports Forum provides that opportunity. Louisville is a destination with special appeal for sports enthusiasts. We are home to numerous sports icons, including Muhammad Ali, the Kentucky Derby and the Louisville Slugger."

The National Sports Forum will be held January 31, 2011 – February 2, 2011 at the Louisville Marriott Downtown. As with every Forum, attendees will be immersed in three days of highly intensive, non-stop sports marketing, promotions, sponsorship, ticket sales, fan entertainment and event management learning. Attendees will also be treated to "Behind the Scenes" tours of Louisville's stand-out sports facilities. The annual Gala will be hosted by Churchill Downs Inc. on Tuesday evening.

About the National Sports Forum: The National Sports Forum is produced by Seaver Marketing Group, a corporation located in San Diego, CA. Currently, in its 15th year, *The National Sports Forum*, is an annual three-day sales and marketing gathering that brings together over six hundred of the top team, event, agency, and sponsorship executives to network, share best practices, and explore issues and opportunities that affect the team/event sports industry. The conference includes three days of keynote speakers, breakout sessions, panel discussions and behind-the-scenes tours. To find more information, please visit www.sports-forum.com.

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