

SPORTS • EVENTS • MARKETING EXPERIENCE

Motorola's Mehta named as 3rd Keynote Speaker for SEME Central 2007 April 14-15 at Northwestern University

*Interactive, two-day event set for April 14-15
at Kellogg – Northwestern's School of Management - Evanston, IL
Follows successful SEME East and West events*

WHO: The 2007 Sports.Events.Marketing Experience Central (SEME Central 2007)
WHAT: First 35 Speakers Announced SEME Central 2007 Sports Career Conference
WHEN: April 14-15, 2007
WHERE: Evanston, IL – Kellogg - Northwestern's School of Management
WEB: Registration at <http://www.seme-now.com/central>
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Evanston, IL (April 10, 2007) – Brian Mehta, Director of North America Marketing, Motorola Mobile Devices was announced today as the 3rd Keynote Speaker for the first annual Sports Events Marketing Experience Central (SEME Central) this Saturday and Sunday, April 14-15, 2007, on the Northwestern University campus at the Kellogg School of Business.

Registration is available online and special pricing is also available for groups of five or more and 20 or more. For more information visit: <http://www.seme-now.com/central>.

Mehta joins Michael Alter, Chairman and Owner of the Chicago Sky (WNBA) and Irving Rein, Author of "The Elusive Fan" as Keynote Speakers.

Mehta joined Motorola in November 2006 and is currently Director of North America Marketing for the Mobile Devices Business. He is responsible for managing brand marketing through national and regional carriers. Previously he served as Director of Marketing for the Midwest Region at U.S.Cellular. There he led marketing implementation in the Chicago, Indiana and Illinois markets including advertising, customer acquisitions and retention, sponsorships, regional product and field marketing. He played a critical role in executing long-term contracts with marquee sponsorships including the Chicago White Sox, the Chicago Bears and Mayors Office of Special Events (Taste of Chicago, Air & Water Show, etc). He was also instrumental in engineering the Presenting Sponsor agreement with the Chicago White Sox resulting in full marketing programs throughout 2005 season, playoffs, World Series and post-series activities. Prior to U.S. Cellular, he has held various sales, business development, product management and finance positions at Alcatel and SBC/Ameritech. Brian has a Bachelors degree in Economics from Northwestern University and holds a Masters in Management from the Kellogg Graduate School of Management.

Organizations represented include: Beason Broadcast Partners, CBS Colligate Sports Properties/Wildcat Sports Marketing, Chicago Sky, Chicago Fire, Chicago Rush, U Chicago School of Business, CSMG International, ESPN, Gatorade, Go Picnic, Hill & Knowlton, IMG, Kemper Sports, Killerspin, Migala Report, Motorola, Navigate, Northwestern University athletics, Octagon, 141 Worldwide Marketing, Paragon Marketing, Priority Sports, Relay Sponsorship & Event Marketing, Txtstation, Team Services, 361 Marketing, SEME, SFX Baseball, Sports Branded Media and Vivadas.

About SEME:

The powerful SEME Educational Leadership Council includes over **100 organizations, 75 industry experts in 15 different fields**, and features top decision makers from the **NFL, NBA, MLB, NHL, NASCAR, College Sports, Action Sports, Minor Leagues, the Olympics, Journalism, Electronic Media and Broadcasting**, and other public and private organizations.

Past Keynote Speakers at SEME East and SEME West have included **Kevin Plank**, CEO, **Under Armour**; **Ross Greenburg**, President, **HBO Sports**; **Shawn Hunter**, President, **AEG Sports**; **Larry Miller**, President, **Nike's Jordan Brand**; **Donald Dell**, Vice President, **Clear Channel Entertainment/ SFX Sports**, **David Baker**,

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Commissioner, **Arena Football League**; **Tim Harris**, CFO, **L.A. Lakers**; and **Susan O'Malley**, President, **Washington Wizards/ Washington Sports & Entertainment**.

The SEME Central Advisory Board is highlighted by: **Andy Silver**, **IMG**, **Darren Rovell**, **CNBC**, **Steve Byrd**, **Stats Inc**, **Billy Stone**, **CSTV/CollegeSports.com**, Producer / Program Director; **Jim Moorhouse**, **US Soccer**, **Boo Corrigan**, **Notre Dame Athletics**, **John Lewicki**, **McDonald's Sports Marketing**, and **Christine Brennan**, **USA Today**, **ABC Sports**, Columnist, Correspondent, and Author.

Expanding upon an exceptional cast of keynotes, panelists and speakers from **SEME East and SEME West**, SEME Central 2007 is the sports career conference that has become the leading beacon for this marketplace and provides unique access to those seeking careers in the sports industry. SEME offers attendees a special opportunity to gain the insight, strategy, and contacts necessary to break into this ultra-competitive industry.

This premier two-day event brings career seekers and advanced students together with the leaders in the sports industry. Participation in this unique industry experience allows attendees to gain first-hand knowledge and real-world career insight and interact with global leaders in the sports and event fields.

First Speaker List:

Michael Alter , - Chicago Sky
Robert Blackwell, Killerspin
Jeff Bloom – txtstation
Angelica Cipullo – Octagon
David Cipullo – Team Services
Carmen DeFalco - ESPN Radio
Jeff Feinstein, SFX Baseball
Dave Greeley – Kemper Sports
Jeannie Goldstein – 141 Worldwide Marketing
John Guppy - Chicago Fire
David Harbour – Vivadas/ former Director of Ticket Sales, Washington Wizards
Mo Harty – NU athletics/MSA Professor
Wally Hayward - Relay Sponsorship & Event Marketing
Jessica L. Henry – U Chicago School of Business
Pam Hollander – Allstate
Scott Kirkpatrick – Hill & Knowlton
Nova Lanktree, Priority Sports
AJ Maestas - Navigate
John Meindl – Sports Branded Media
Brian Mehta – Motorola
Dan Migala – Migala Report
Jen Moore – Gatorade
Mark Murphy – NU athletics
Mike Polisky – Chicago Rush
Amy Potter –CBS Colligate Sports Properties/Wildcat Sports Marketing
Irving Rein – Northwestern U.
Tony Schiller - Paragon Marketing
Ben Shields - Northwestern U.
Andy Silver – IMG
Julia Stamberger - Go Picnic
Andrew Stroth – CSMG International
Bob Snyder – Beason Broadcast Partners
Mark Washo – Chicago Fire
Peter Wilt - Chicago Fire
Matt Winkler, SEME Executive Director & Founder