



3rd Annual SEME East 2006 Sports Career Conference Launches Online Registration Today

Unique interactive, two-day event set for April 21-22 in Washington, D.C.;
Follows successful inaugural SEME West event in Los Angeles

WHO: The 2006 Sports.Events.Marketing Experience East (SEME East 2006)
WHAT: Online Registration Opens Today for SEME East 2006 Sports Career Conference
WHEN: April 21-21, 2006
WHERE: Washington, D.C. – CNN Studios @ the George Washington University
WEB: Registration at www.SEMEEast.com
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WASHINGTON, D.C. (February 1, 2006) – The third annual Sports.Events.Marketing Experience East (SEME East), the annual sports career conference that has become the leading beacon for this bi-coastal marketplace, launched online registration today for the April 21-22, 2006 event.

Expanding upon an exceptional cast of keynotes, panelists and speakers from SEME 2005, and most recently first west coast version of this conference hosted by the L.A. Lakers, AEG Sports / STAPLES Center and the University of Southern California (USC) January 13-14, SEME East 2006 will again provide 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.

SEME East's special Early Bird registration rate is now available online and lasts until February 28. Special pricing is also available for groups of five or more and 20 or more. For more information visit: www.SEMEEast.com.

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 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** and **Christine Brennan**, Journalist/ Correspondent, **USA Today, ABC News**; **David Baker**, Commissioner, **Arena Football League**; **Tim Harris**, CFO, **L.A. Lakers**; and **Susan O'Malley**, President, **Washington Wizards/ Washington Sports & Entertainment**.

The SEME East Advisory Board is highlighted by: **Patrick McGee**, **Octagon**, Vice President, Marketing, Athlete Representation; **George Perry**, **XM Satellite Radio**, Director of Marketing and Events; **Brooke Beyer**, **NASCAR**, Marketing Counsel, Broadcasting and New Media; **Carlos Silva**, **AOL Sports**, Vice President, Sports; **Clay Walker**, **NFL Players Inc.** Senior Vice President, Marketing; and **Michael Wilbon**, **ESPN P.T.I.**, **Washington Post**, Host/Columnist.

About SEME:

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; interact with global leaders in the sports and event fields, participate in one-on-one interviews and explore internship and job opportunities. One key features of the event is the Career Workshop and Job/Internship Fair which provides answers to the ultimate career question: "What Makes You Marketable?"