

Verizon Center Tour and Networking Reception Set for April 21 at SEME East 2006 Sports Career Conference

NEW LUNCH ROUNDTABLE WITH TOP INDUSTRY EXECUTIVES ADDED FOR APRIL 22ND

WHO: The 2006 Sports.Events.Marketing.Experience East (SEME East 2006) Sports Career Conference
WHAT: Verizon Center Tour and Networking Reception – Announced For April 21
WHEN: April 21, 2006 at 5:30 p.m.
WHERE: 601 F Street NW
Washington, D.C. 20004
www.verizoncenter.com
WEB: Registration at www.SEMEEast.com
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WASHINGTON, D.C. (April 11, 2006) – Verizon Center (formerly known as MCI Center), ranked ninth worldwide among arenas in 2005 according to *Billboard* magazine, is home to the NBA's Washington Wizards, the NHL's Washington Capitals, the WNBA's Washington Mystics, the NCAA's Georgetown Hoyas men's basketball team, as well as world class sporting events and concerts. On Friday evening, April 21, 2006, Verizon Center will host SEME 2006's Facility Tour as part of The Third Annual Sports.Events.Marketing.Experience East (SEME East 2006) conference in Washington, D.C.

The Networking Reception at Verizon Center, following the tour, provides attendees just one more unique opportunity to speak with some of the top executives in the sports industry today.

Register now as space is limited, and take advantage of **special pricing for groups of five or more and 20 or more**. For conference information on SEME's full schedule of events please visit www.SEMEEast.com or call 202-783-5500.

The Third Annual Sports.Events.Marketing.Experience East (SEME East 2006), the annual sports career conference that has become the leading beacon for this bi-coastal marketplace, is a two-day event to be held April 21-22, 2006 at George Washington University.

Those already confirmed for this years event include keynote speakers **Darren Rovell**, *ESPN.com* Sports Business Reporter and Author of *FIRST IN THIRST: How Gatorade Turned the Science of Sweat into a Cultural Phenomenon*, and **Jimmy Lynn**, Vice-President, Partnerships and Strategic Development, **AOL Sports and AOL News**. **Michael Wilbon**, Host of *ESPN's P.T.I.* and Columnist for the *Washington Post*, will again be joining SEME and will participate on one of the many panels featuring the top executives in the sports industry today.

Expanding upon an exceptional cast of keynotes, panelists and speakers from SEME 2005, and most recently our first west coast version of this conference – SEME West- 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.

The powerful SEME Educational Leadership Council includes over **100 organizations, 100 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; and **Clay Walker**, **NFL Players Inc.** Senior Vice President, Marketing.