



Media Alert: L.A. Lakers Announced as Presenting Sponsor for SEME 2006 West - January 13-14 in L.A.

L.A. Lakers Announced as Presenting Sponsor for SEME West 2006 Sports Career Conference in L.A.

14-time NBA Champs at interactive, two-day event January 13-14 in Los Angeles

WHO: Los Angeles Lakers announced as Presenting Sponsor of SEME West 2006
WHAT: The 2006 Sports.Events.Marketing Experience West (SEME West 2006)
WHEN: January 13-14, 2006
WHERE: Los Angeles, CA – University of Southern California – Marshall School of Business - SBI
WEB: www.SEMEWest.com / www.lakers.com / www.staplescenter.com
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LOS ANGELES, CA (November 30, 2005) – The Los Angeles Lakers, the 14-time NBA Championship franchise, has been announced today as the Presenting Sponsor for the 2006 Sports.Events.Marketing Experience West (SEME West 2006) which takes place January 13-14, 2006 at USC's Marshall School of Business in Los Angeles.

SEME West 2006, presented by the Los Angeles Lakers, is the third annual sports career education conference that has become the leading beacon for the aggressive sports career-seeking marketplace. **Early Bird Registration** for the event closes **December 7**. Included in the SEME event is a reception and tour of **Staples Center**, among the top premier sports and entertainment facilities in the world.

"We are very excited to partner with SEME West 2006, supporting sports career education and the values the event represents," said **Tim Harris, Senior Vice President, Business Operations, Los Angeles Lakers, and SEME West Advisory Board member**. "In this ultra-competitive sports job market, SEME provides an opportunity for sports career seekers to get access to key decision makers in the industry and the opportunity to better understand the learning and networking system first-hand."

The Los Angeles Lakers franchise, owned by Dr. Jerry Buss since 1979, have won a total of 14 NBA championships (9 in LA) and sport the most victories and best winning percentage in NBA franchise history, including twenty-seven 50-win seasons in L.A.

About SEME:

The powerful SEME Speakers Bureau will include **over 50 organizations, 50 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**. The first two Keynote Speakers: **Shawn Hunter**, President & Chief Marketing Officer **Anschutz Entertainment Group – Sports (AEG)**, and **David Baker**, the Commissioner of the fledgling **Arena Football League (AFL)**.

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?"

– SEME West 2006 –