

Fox Sports COO Larry Jones Named as Keynote Speaker at SEME West 2007 Sports Career Conference at USC Feb. 9-10

Jones joins Agent Steinberg, Yahoo! Sports Morgan as Keynotes to lead interactive, two-day experience February 9-10 in Los Angeles

WHO: Fox Sports COO Larry Jones joins Keynotes for SEME West 2007 Feb. 9-10 at USC
WHAT: 2nd annual Sports.Events.Marketing Experience- West (SEME West 2007)
WHEN: February 9-10, 2007
WHERE: Los Angeles, CA – University of Southern California – Marshall's Sports Business Institute
WEB: www.SEME-NOW.com
CONTACT: Matt Winkler (571) 235-3618 / info@SEME-NOW.com

LOS ANGELES, CA (January 19, 2007) - Lawrence (Larry) A. Jones, Chief Operating Officer of FOX Sports, has been named as the final Keynote Speaker at the second annual SEME West 2007, the original annual sports career conference that takes place February 9-10, 2007 at USC Marshall's Sports Business Institute in Los Angeles.

Along with over 70+ speakers representing 40+ organizations, Jones is joined by fellow **Keynote Speakers Super Agent Leigh Steinberg and Dave Morgan, Executive Sports Editor at Yahoo! Sports**.

SEME West 2007 has become the leading beacon for the aggressive sports career-seeking marketplace on the West Coast, East Coast (SEME East, Washington, D.C.) and Midwest (SEME Central, Chicago). Early Bird Registration for the event closes soon at www.SEME-NOW.com.

Jones is responsible for overseeing the day-to-day operation of the sports division including production budgets, business and legal affairs, talent and rights negotiations, administration, and facility and operations management. He played an integral role in FOX's acquisition of the exclusive network broadcast rights to the National Football League, Major League Baseball, NASCAR, as well as other non-league programming such as the BCS BOWL SERIES and the COTTON BOWL. Jones is also responsible for all time buy programming such as Howie Long's Tough Guys, the All Star Football Challenge and Celebration of Gold. In addition, Jones is responsible for generating new revenue opportunities for the division including FOX Sports Radio, the FOX Sports Grill and the FOX Sports Skybox restaurants located in many major market cities throughout the U.S. and the Staples Arena in Downtown Los Angeles.

Jones has been actively involved in interacting with FOX's other sports cable channels including FOX Sports Net, Speed and FOX Sports World, as well as FOX Sports.com.

Jones had been Senior Vice President, FOX Inc., since November 1993, responsible for developing new business opportunities for the company. He was President and Chief Operating Officer of FX, FOX's cable television venture, from March 1992 to November 1993. Jones was in charge of the launch and operational development of FOX Inc.'s then-new 24-hour cable service.

Jones served as President of FNM Inc. during its launch from 1990 to 1992. FNM Inc., FOX's in-house movie-of-the-week production unit, produced movies for "FOX Night At the Movies." Before that, he was Senior Vice President, Business Affairs, Twentieth Television, for two years. From 1983 to 1988, he was Vice President Business Affairs at NBC.

From 1981 to 1983, Jones was Director of Business Affairs in the entertainment division of CBS. Prior to that he was associate general counsel for Ringling Bros. Barnum & Bailey Circus in Washington, D.C. from 1979-1981. After graduating law school in 1976, Jones was an associate in the law firm of O'Connor and Hannan in Washington, D.C.

Jones earned his bachelor of arts degree from Syracuse University and graduated cum laude from the University of Miami School of Law. In addition to his employment at FOX Sports, Jones is the owner and President of Golden Hawk Protea, a boutique grower and seller of exotic protea flowers normally found in Australia, New Zealand and South Africa. In his spare time, Jones is an avid reader, surfs, plays basketball and golf and listens to classic rock and blues

SPORTS • EVENTS • MARKETING EXPERIENCE

music. He has two children, Matthew, a Junior at Washington University at St. Louis (age 20) and Molly, a sophomore at University of Miami (age 18).

About SEME:

The powerful SEME Speakers Bureau includes over 100 organizations, 75 industry experts in 15 different fields, and features top decision makers from the NFL, NBA, MLB, NHL, NASCAR, College Athletics, Action Sports, Minor Leagues, Electronic Media and Broadcasting, and other public and private organizations. 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 feature of the event is the Career Workshop and Job/Internship Fair which provides answers to the ultimate career question: "What Makes You Marketable?" (www.SEME-NOW.com) .

Preliminary Program (1/15):

Friday, February 9, 2007

7:00 – 9:00 am Registration at Davidson Conference Center

University of Southern California

8:45 - 9:30 am Keynote Speaker #1: State of the Industry
LEIGH STEINBERG, LEIGH STEINBERG ENTERPRISES

9:45 – 10:45 am Session #1:
Who Are the Stakeholders in the Sports Industry?

- David Simon, President, Los Angeles Sports Council
- Philip D. Button, VP, Global Sports & Entertainment
William Morris Agency, LLC
- Tim Harris, SVP, Business Operations, Los Angeles Lakers
- Randy Bernstein, President, Premier Partnerships

11:00 – 11:50 pm Session #2:
Jump Starting Your Career in a Competitive Marketplace

- Dave Siegel, Director, Premium Sales and Services L.A. Dodgers
- Shawn Heilbron, Director of Major Gifts, UCLA
- Tracie Jones, Marketing Director, Anaheim Ducks
- Moderator: Brian Wright, Fox Sports

12:00 – 1:30 pm Lunch Interactive Discovery Breakouts Roundtable Sessions

- Alex Allper, Promotions Representative, Los Angeles Angels of Anaheim
- Joe Andrade, Director of Sales, Los Angeles Clippers
- Matt Artin, Media & Advertising Representative Los Angeles Angels of Anaheim
- Ernie Chang, Retail Operations Manager, Staples Center, AEG Merchandise
- Pete Dimitrakopoulos, Account Executive, Fox Sports
- Michael Ehrlich, The Gersh Agency
- Alison Groendal, Director, Public Relations, The Home Depot Center
- Lauren Heiser – Scott Boras Corporation
- Shelby Jordan, Manager, Project Controls, Anschutz Entertainment Group
- Kelly McNearney, Account Service Executive, ESPN
- Alan Mowrey, Inside Sales Manager, Los Angeles Clippers
- Joshua Mischel, Assistant Account Executive, Fox Sports
- Marc Pollick, Founder and President, The Giving Back Fund
- Shawn Pons, Regional Marketing Manager, Velocity Sports Performance
- Peter Straus, Executive Director, Team Prime Time

SPORTS • EVENTS • MARKETING EXPERIENCE

- Josh Persell, Wasserman Media Group

1:45 – 2:30 pm Keynote Speaker #2: LARRY JONES, COO, FOX SPORTS

2:45 – 3:45 pm Session #3:

Action Sports

- Dawn Williams, Director of Events, Wasserman Media Group
- Anthony Dittman, Assist Director, Operations, ESPN X-Games

4:00 – 4:50 pm Session #4: Split Sessions

Topic A: International/Global Sports

- Andrew Watkins, President, Asia Sports & Entertainment
- Dermot McQuarrie, Assistant General Manager/Senior Vice President, Production and Programming, Fox Sports International
- Darryl Dunn, General Manager, The Rose Bowl
- Moderator: Alan Abrahamson, NBC Sports

Topic B: Facility Management and Events

- Mike Dowling, Asst. Athletic Director, UCLA
- John Henderson, Asst. Athletic Director, USC
- Dave Allen, VP, California Speedway

Topic C: Negotiating and Getting Ahead in the Industry

- Jason Greene, Director of Corporate Development, Anschutz Entertainment Group
- Eustace King, Managing Partner, O2K Worldwide Management

5:00 – 5:50 pm Session #5: Split Sessions

Topic A: Sports Law and Athlete Representation

- Maidie Oliveau - Founder, LawSports
- Jerome Stanley - President, Stanley & Associates
- Sam Fernandez, Senior Vice President/General Counsel, L.A. Dodgers
- Moderator: Rick Walden, Partner, Dishon & Walden Sports Agency

Topic B: Marketing

- Robert Teinowitz, President Live Action Media
- Jerry Sawyer, Marketing Director, Zambezi Ink
- Jonathan Lowe, Director, Marketing & Promotions, L.A. Kings
- Moderator: Jeff Marks, Managing Director, Sports Business Group

Topic C: Sponsorship

- Blain Skinner, Executive Director, Corporate Sponsorships, Los Angeles Lakers
- Mike Bone, President, Spectrum Sports
- David Klewan, Sr. Dir., Bus. Operations & Sponsor Activation, AVP

END DAY 1

Saturday, February 10, 2007

7:00 – 9:00 am

Registration at Davidson Conference Center

University of Southern California

8:30 – 9:30 am

Keynote Speaker #3: DAVE MORGAN, EXECUTIVE EDITOR

YAHOO SPORTS

SPORTS • EVENTS • MARKETING EXPERIENCE

9:45 – 10:45 am

Session #6:

Building Your Personal Brand

- Tim Tessalone, Sports Information Director, USC
- Fred Claire, Consultant
- Randy Harvey, Sports Editor, Los Angeles Times
- Moderator: Jeff Fellenzer, President, Innovative Sports Management

11:00 – 12:00 pm

Session #7:

Salesmanship -- Your Ticket into Sports

- Matt Huff, Director of Sales, Home Depot Center
- Justin Apmadoc, Regional Sales Director, Owners Pass
- Sergio del Prado, VP, Sales, Dodgers
- Jim McDonald, Cleveland Golf
- Moderator: Mary Vinette, Vice President of Human Resources & Administration

12:15 – 1:15 pm

Independent Networking Lunch

1:30 – 2:20 pm Session #8: Split Sessions

Topic A: HR Executives Discuss Breaking into the Industry

- Mark Tudi, President, MVPSportSearch
- Mary Vinette, Sr. Dr. of Adm., AVP Pro Beach Volleyball Tour
- Molly Sigworth, Wasserman Media Group
- Moderator: Vanna Ratnaransy, Employment Manager, Anschutz Entertainment Group

Topic B: Continuing Education and Graduate School Options

- Paul Swangard, Director, Warsaw Sports Marketing Center, U. of Oregon
- Karen Courtney, Director, Sports MBA Program, San Diego State University
- Peggy O' Leary, Senior Associate Director, Sport Management University of San Francisco
- Moderator: Carolyn Stirling, Recruiting and Admissions Counselor, Master's Programs, Rossier School of Education, USC

Topic C: Diversity: Women / Minorities in the Marketplace

- Lonnie White, Staff Writer, Los Angeles Times
- Becky Heidesch, CEO, WSS Executive Search
- Ruth Ruiz, Director, Communications, Special Olympics
- Keith Harris, EVP, Global Sports, Leigh Steinberg Enterprises
- Moderator: Mary Lee Gilliland, Managing Director, Marketing & Brand Development, Auto Club

2:30 – 3:15 pm Session #9: Presentation

What Makes You Marketable? The Brand YOU!

- Matt Winkler, Founder & Executive Director, SEME East, West, Central

3:30 – 5:00 pm

Session #10: Career Fair Networking Experience

5:00 pm

Close of Conference

ORGANIZATIONS REPRESENTED:

ESPN X-Games
NBC Sports
Fox Sports
Staples Center

SPORTS • EVENTS • MARKETING EXPERIENCE

Los Angeles Lakers
Yahoo!
AVP Pro Beach Volleyball Tour
Anaheim Ducks
L.A. Dodgers
Los Angeles Angels of Anaheim
Worldwide Management Group
Fox Sports International
Spectrum Sports
LawSports
Stanley & Associates
Los Angeles Sports Council
The Rose Bowl
Special Olympics
Los Angeles Times
Owners Pass
WSS Executive Search
Special Olympics
Asia Sports & Entertainment
Leigh Steinberg Enterprises
Giving Back Fund
Anschutz Entertainment Group
Prime Time
USC
Premier Partnerships
Cleveland Golf
UCLA
Velocity Sports Performance
Cal Speedway
Scott Boras Corp.
Sport Management, University of San Francisco
Zambezi Ink
Warsaw Sports Marketing Center, U. of Oregon
L.A. Kings
Wasserman Media Group
MVP SportSearch
Sports MBA Program, San Diego State University
The Home Depot Center
The Gersh Agency
Sports Business Group
Auto Club
Innovative Sports Management
Dishon & Walden Sports Agency
Master's Programs, Rossier School of Education, USC