



FOR IMMEDIATE RELEASE
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IMG SIGNS AS FOUNDING PARTNER OF THE MIAMI-DADE SPORTS COMMISSION

IMG and the Miami-Dade Sports Commission are pleased to announce that IMG has agreed to become a Founding Partner of the Miami-Dade Sports Commission (MDSC), expanding IMG's continued support of sports in Miami-Dade County.

The agreement extends and expands the long-term partnership between the sports commission and IMG, one of the world's premier sports marketing and event companies and the owner and operator of the Sony Ericsson Open.

"IMG is very excited to partner with the Miami-Dade Sports Commission," said Adam Barrett, Executive Vice President, IMG. "We look forward to working with the MDSC to help bring sports events to Miami-Dade County and generate a positive economic impact on the community."

With the partnership, IMG affirms its commitment to the continued growth of a strong Sports Commission and to the development of sports and sports business in Miami-Dade County. Operating in 30 countries, IMG is the world's premier and most diversified sports, entertainment and media company. From emerging leadership in areas like digital media, licensing and entertainment programming, to IMG's longstanding strength in sports, fashion and traditional media, IMG is committed to providing business-building solutions.

IMG owns and operates the Sony Ericsson Open, the world's largest tennis event with a title sponsor, which features the sport's top players vying for over \$9 million in prize money. The event, which is hosted at the Crandon Park Tennis Center, opened on March 22 and concludes with the women's singles final and April 3 and the men's singles final on April 4.

"This is a very important step in the evolution of our organization," stated Mike Sophia, MDSC Executive Director. "We have long been supported by the County and our tourism industry partners, but this relationship will help us continue to build and improve on our mission to develop sports opportunities in the community. We could not ask for a better partner than IMG."

For news, updates or ticket information for the Sony Ericsson, please visit www.sonyericssonopen.com

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ABOUT THE MIAMI-DADE SPORTS COMMISSION

The Miami-Dade Sports Commission was created by the Miami-Dade County Board of County Commissioners in 2003, and opened for business in April of 2004. The Sports Commission promotes sports in Miami-Dade County, and works to secure sports events that will generate economic impact for the community. The Miami-Dade Sports Commission is a proud partner of the United States Olympic Committee's Community Partner program.

For more information about the Miami-Dade Sports Commission, please visit www.MiamiSports.org.

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IMG's diverse businesses include: consulting services; event ownership and management; fashion events and models representation; licensing; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic sports and action sports. IMG Academies are the world's largest and most advanced multi-sport training and educational facilities, delivering world-class sports training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year.

For more information about IMG, please visit www.imgworld.com

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