



FOR IMMEDIATE RELEASE

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IMG BECOMES TITLE SPONSOR OF THE MIAMI SPORTS BREAKFAST SERIES

MIAMI – The Miami-Dade Sports Commission (MDSC) is proud to announce that IMG has signed on as the Title Sponsor of the Miami Sports Breakfast Series. The next breakfast *Going for Gold*, will feature Marlins President, David Samson, and Olympians Shane Gould, Keith Brantley, and Olympic Coach Milt Nelms speaking on their different experiences and the importance of sports. The Master of Ceremonies will be 790 The Ticket's, Dos Amigos, Alan Strauss and Larry Milian. The Breakfast will take place June 11, 2008 at the Hilton Downtown Miami, Concerto Room, from 8:30 AM to 10:00 AM.

The Miami Sports Breakfast Series is a four part breakfast series that will feature speakers from different genres of sport and/or sporting events. This is a networking opportunity for the South Florida sports industry. These breakfasts will be featured around significant sporting events taking place in Miami-Dade County such as the CA Championship, Miami Dolphins Football, Ford Championships and Olympic Development in Miami.

"The Miami Sports Breakfast Series presented by IMG is the perfect opportunity for the community to connect with sports on a more intimate level," states Mike Sophia, Executive Director of the MDSC. "With IMG as our Title sponsor, a greater level of prestige is immediately added to the event."

"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."

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'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.

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In 2000 IMG expanded into South Florida with its purchase of the Sony Ericsson Open. The tournament has developed into the most prestigious tennis event outside of the Grand Slams drawing the top-96 players on both the ATP and Sony Ericsson WTA Tours. Held at the Tennis Center at Crandon Park, IMG turns the facility into a complete entertainment destination attracting record crowds including an all-time mark of 297,011 guests in 2008.

Since purchasing the Sony Ericsson Open, IMG Miami operations have expanded to include golf with the development of the Stanford International Pro-Am in Aventura; client management including tennis stars Maria Sharapova, Venus Williams and James Blake; ticketing services; event retail operations; and media.

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. Since beginning full operation in 2004, the Miami-Dade Sports Commission has secured over 80,000 room nights, \$100 million in economic impact, and more than 26 events, including the 2005 & 2006 FHSAA Football Finals, the 2009 NCAA Division I Men's Basketball Regional, US Fencing Summer Nationals, and 2006 Florida's Sunshine State Games.

The Miami-Dade Sports Commission is a proud partner of the United State Olympic Committee's Community Partner program.

For tickets please contact (305) 818-7188 or visit www.MiamiSports.org. All media interested in attending the Breakfast please contact Heather Kurstin for your credentials at (305) 818-7188.

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