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**GREATER AUGUSTA SPORTS
COUNCIL**
www.augustasportscouncil.org



News Release

Augusta, GA: The Greater Augusta Sports Council of Augusta, GA has retained Sports & Properties, Inc. (SPI) of Raleigh, NC to facilitate the Sports Council's 2007-2010 strategic planning process.

“We are delighted to be working with the Greater Augusta Sports Council on their strategic plan,” said Hill Carrow, CEO of SPI. “The Sports Council has established a deep network of resources and local partnerships over the last 15 years that have resulted in impressive tourism for the area leading to tens of thousands of new visitors each year. Now their leadership wants to take them to the next level and it is exciting for our company to assist in that effort.”

Tammy Stout, Executive Director of the Greater Augusta Sports Council stated, “We are eager to see the results of the process. The Company's experience in the sports development industry, specifically with city and state sports marketing entities is what led us to select SPI. We expect their knowledge and insights to be invaluable. We will implement the updated elements into our annual business plan and are certain of our organization's continued success into the future.”

For Release May 15, 2007

About The Greater Augusta Sports Council:

Founded in 1992, the Greater Augusta Sports Council serves as the sports destination marketing association for the Greater Augusta area. The organization is focused on “attracting, creating, and supporting sports activities that enhance the quality of life and economic well-being on the Greater Augusta community.” In a typical year, the Sports Council supports dozens of events and activities. In addition, the Sports Council presents the Ray Guy Award to the country’s top collegiate punter as well as the Greater Augusta Medal for Excellence (G.A.M.E.S.) Awards to top local athletes. For more information, visit www.augustasportscouncil.org.

About Sports & Properties, Inc:

Sports & Properties, Inc. is a sports and entertainment marketing and economic development firm located in Raleigh, NC. In addition to its sports commission and sports development industry practice, company clients include major corporations, municipalities, sports franchises, sports and entertainment facilities, and sport governing bodies, among others. For more information, visit www.sportsproperties.com.