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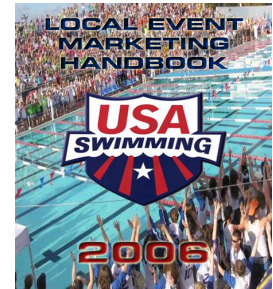
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**USA SWIMMING**



# News Release

**Colorado Springs, CO:** Sports & Properties, Inc. (SPI) recently completed a Local Event Marketing Handbook, for USA Swimming, the national governing body for the sport of swimming in the United States.

USA Swimming has over 300,000 members and 2,700 local clubs competing and training in 59 geographic regions across the United States.

“We have wanted to put together a marketing manual for our local clubs for a number of years,” said Matt Farrell, Managing Director, Business Development Division USA Swimming. “Hill Carrow did a presentation on ‘Easy Marketing for Local Events’ at our national convention in 2005, so we thought it would be a natural for Sports & Properties to take on this assignment for us. Hill’s Olympic experience and the firm’s work with other sport governing bodies were also factors.”

“Working on a project for USA Swimming is a dream job for us,” said Hill Carrow, CEO of Sports & Properties. “I am a lifelong swimmer myself and attend the national convention for Masters or Adult Swimming every year. We love being called on to apply some of our marketing expertise to my favorite sport, and we would welcome other such projects in the future.”

**For Release November 7, 2006**

#### About USA Swimming:

As the National Governing Body for competitive swimming in the United States, USA Swimming formulates the rules, implements policies and procedures, conducts national championships, disseminates safety and sports medicine information and selects athletes to represent the United States in international competition. USA Swimming has more than 300,000 members nationwide and sanctions more than 7,000 events each year. For more information, visit [www.usaswimming.org](http://www.usaswimming.org).

#### About Sports & Properties, Inc:

Sports & Properties, Inc. is a sports and entertainment marketing and development firm located in Raleigh, NC. The company represents major corporate clients, consults with cities on economic development projects, handles naming rights and sponsorships for sports and performing arts venues, and does marketing work for sport governing bodies and related organizations. For more information, visit [www.sportsproperties.com](http://www.sportsproperties.com).