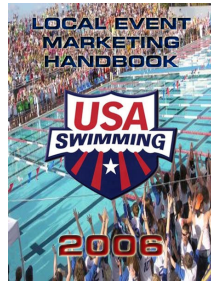


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SPI Creates Marketing Handbook for USA Swimming



USA Swimming, the US Olympic governing body for the sport of swimming, recently called on SPI when they realized that their local swim teams and clubs could use some additional marketing assistance. SPI was asked to create a handbook to guide the marketing of swim meets and other local aquatic events. SPI CEO, Hill Carrow, himself a Masters swimming competitor and event organizer, took the lead on the project and created a quality handbook that will be used by the over 2800 USA Swimming sanctioned clubs throughout the country.

SPI Assists RBC Centura at Stanley Cup Reception



Earlier this fall, SPI assisted client RBC Centura Bank with a Stanley Cup Reception for their employees and clients. The event was one of the Cup's first in its return to Raleigh after it spent the summer touring the world with the Hurricanes players. Hurricanes' Erik Cole and Cory Stillman were on hand to sign autographs for attendees, but the featured attraction was the cup itself.

Attendees were allowed to pose for pictures, kiss, and even place their babies in the famed trophy. Food and beverages were served, and all in attendance were thrilled to be able to spend some time with the sporting world's most famous prize.

City of Winston-Salem Selects SPI to Conduct Naming Rights Analysis for LJVM Complex

The City of Winston-Salem has selected SPI to perform a naming rights study for the City's Entertainment and Sports Complex. The Winston-Salem Entertainment-Sports Complex consists of the 15,000-seat Lawrence Joel Veterans Memorial Coliseum (home of the Wake Forest University basketball teams), the 4,500-seat Coliseum Annex, the 6,200-seat Ernie Shore Field (home of the Winston-Salem Warthogs minor league baseball team), the Dixie Classic Fairgrounds, and Bowman-Gray Stadium, a 17,000 seat venue that is home to Winston-Salem State University football and the NASCAR Weekly

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Racing Series.

"We have been talking about doing this type of analysis for quite some time, so we are pleased to be moving ahead with this facilities review," said Bucky Dame, General Manager of the Entertainment and Sports Complex. "The timing is good since we just rebranded many of our major destination facilities under the 'Sports and Entertainment Center' banner. The study will show us whether there is the potential for additional revenues by considering naming rights for our facilities individually or as a whole."

Carrow Participates at US Aquatics Convention



Hill Carrow reached a milestone at the 2006 US Aquatic Sports Convention in Dearborn, Michigan - one of the few delegates with 25 years or more of attendance! Hill serves in several national administrative capacities for US Masters Swimming, the national governing body for adult swimming in the U.S., including Vice Chairman of the Recognition and Awards Committee and Liaison to the U.S. Olympic Committee. While at convention, Hill maintains relationships with top executives of US Aquatic Sports, USA Swimming, USA Diving, US Synchronized Swimming, and USA Water Polo.

Faryn Driscoll Joins SPI as Marketing Coordinator



Faryn Driscoll, a 2004 graduate of Penn State University's Recreation and Park Management program, has joined SPI of Raleigh as Marketing Coordinator. In her position, Driscoll is responsible for account management for SPI's corporate clients as well as research, presentation, and sales support for SPI's naming rights and major sponsorship activities.

Prior to joining SPI, Driscoll served for three years as the Event Coordinator at the 15,000 seat Bryce Jordan Center in University Park, Pennsylvania, where she supervised the event staff for basketball, concerts, and special events at the arena. Throughout her years at Penn State, Ms. Driscoll competed on the University's Women's Ice Hockey team.