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**Grey House Publishing announces the 2006 Edition of
*Sports Market Place Directory***

Grey House Publishing is proud to announce the 2006 edition of the *Sports Market Place Directory*.

This 2,294 page, 2006 edition is your key to the dynamic sports industry. Its 10 large sections contain listings for college sports, amateur sports, sponsors, professional sports, agents and lawyers, and much more. This is *the* go-to source for anyone who is involved in or wants to be involved in this dynamic industry, and every passing year, the sports industry gets bigger – player contracts, product endorsements, fan participation, state-of-the-art facilities, athlete sponsorships, media coverage – all adding up to a multi-billion dollar industry with no cap in sight.

This brand new edition has been thoroughly researched by our editorial team and has more listings in every category: 15,487 listings, up 2,173 from last year. In this handy reference, you will find complete contact information for each listing including: name, address, phone, fax, website, e-mail and key personnel as well as corporate data. This up-to-date, comprehensive directory has proven itself an indispensable industry resource. Whether you are a media professional, agent, athletic director, coach, athlete, job seeker, equipment/apparel manufacturer, service provider or fan, this reference directory provides ten chapters that track 103 sports, everything from Air Sports to Yachting.

All ten chapters in *Sports Market Place Directory* have been significantly updated. Below are some highlights from selected chapters:

- ◆ The Single Sports chapter focuses on each specific sport, from air ballooning to yachting, and has hundreds more listings than 2005, with 1,997 sport-specific organizations, leagues and teams, all current at press time. This chapter includes all major professional coaches and managers.

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- ◆ College Sports has 1,671 listings, with associations, conferences, degree programs, and division I, II and III schools. You'll find thousands more coaches and hundreds more sports management programs.
- ◆ Events, Meetings & Trade Shows includes 149 more listings than 2005, for a total of 2,640. Trade shows are separated from events, which are listed by both sport and date. Includes two alphabetical indexes, one for trade shows and one for events.
- ◆ Media includes 1,342 more listings than 2005, for a total of 3,869. New to this section are non-daily newspapers and all radio and television sports programs. Listings include editors, commentators and show hosts.
- ◆ Manufacturers & Retailers include 2,120 listings. New to this section is a separate Software Manufacturers category. Listings include products and brands.
- ◆ Statistics includes: Sports Participation (13 tables on total participation and percent change); Consumer Purchases (9 tables by age, gender and sport); Attendance (numbers for Baseball, Hockey, Basketball, Soccer and Football).

Each chapter includes at least one alphabetical index, and three all-volume indices are included as well. The Entry Index is a straight alphabetical listing; the Executive Index is a complete alphabetical list of all key personnel, including each executive's title and affiliated organization; and the Geographic Index organizes all listings by country and state.

For quick, easy access to this amazing compilation of sports data, *Sports Market Place Directory* is also available as an Online Database. There are thousands of ways to search the data online, including by Organization Name, Sport, Executive Name and Geographic Area. Users can view and print organization data and print easy-to-use prospect sheets. Call 800-562-2139 for more information.

Our *Sports Market Place Directory* is a comprehensive, up-to-date and invaluable resource for the multi-billion dollar U.S. sports industry, and will find a welcome place in all libraries, public and academic, as well as in the hands of sports participants of any kind. Whether you are a media professional, agent, athletic director, coach, professional athlete, student athlete, job seeker, equipment/apparel manufacturer, service provider or fan, *Sports Market Place Directory* is a must-have source for everything sports.

Sports Market Place Directory, 2006

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