

Imprints  
Grey House Publishing  
Sedgwick Press  
Universal Reference Publications



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**For Immediate Release**

May 14, 2007

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**Grey House Publishing announces the 2007 Edition of  
*Sports Market Place Directory***

Grey House Publishing is proud to announce the 2007 edition of the *Sports Market Place Directory*.

This 2,219 page, 2007 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. With the addition of 2,739 new key executives (bringing the total for the volume to 61,639), this year's *Sports Market Place Directory* is more comprehensive than ever. 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. In fact, statistics from the National Sporting Goods Association show that overall participation in most sports increased over the period from 2000 to 2005.

This brand new edition has been thoroughly researched by our editorial team and features more than 15,000 listings. 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. Per user requests, new contact names in Single Sports and Multiple Sports include Broadcasting and Ticket Operations staff. 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 contains 2,066 listings (an increase of more than 50 listings over the 2006 edition), and focuses on each specific sport, as well as sport-specific organizations,  
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Grey House Publishing Announces the 2007 Edition of *Sports Market Place Directory*

leagues, and teams. This chapter includes all major professional coaches and managers, and an alphabetical index makes it easy to locate the particular organization or contact for which the user is searching.

- ◆ College Sports has 1,670 listings, with associations, conferences, degree programs, and division I, II and III schools. You'll find a comprehensive list of coaches and sports management programs, as well. All listings are included in an alphabetical index.
- ◆ Events, Meetings & Trade Shows includes 2,636 listings. 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. New to this edition are listings for Cheerleading.
- ◆ Media includes an increase in listings over the 2006 edition, with a total of 3,888. This chapter features listings for all daily and non-daily newspapers and all radio and television sports programs. Listings include editors, commentators and show hosts. An alphabetical index offers another way to access the listings.
- ◆ Manufacturers & Retailers includes 2,063 listings, including products and brands, as well as key executives. Listings in this chapter are indexed by sport and subject.
- ◆ Statistics includes: Sports Participation (12 tables on total participation and percent change); Consumer Purchases (8 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 the 61,639 key personnel featured in the volume, 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 thorough 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 ext. 118 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. No matter whether you are involved in sports as an athlete or a spectator, as a coach or a promoter, as a member of a sports organization or a manager of an event facility, *Sports Market Place Directory* is a must-have source for everything sports.

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*Sports Market Place Directory*

Softcover ISBN: 978-1-59237-189-1	2,219 pages	\$225.00
Online Database (annual subscription)		\$479.00
Database & Print Directory Combination		\$650.00
Editorial Director: Laura Mars-Proietti		
Publisher: Leslie Mackenzie		