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185 Millerton Road
P.O. Box 860
Millerton, NY 12546

518-789-8700
800-562-2139
Fax: 518-789-0556
E-mail: books@greyhouse.com
www.greyhouse.com

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Contact: Jessica Moody, Vice President, Marketing
(800) 562-2139 x101
jmoody@greyhouse.com

**Grey House Publishing announces the 2009 Edition of
*Sports Market Place Directory***

"This directory is a must-have for sports media professionals, agents, athletic directors, coaches, and equipment retailers. It will also be useful in larger public and academic libraries."

- ARBA

Grey House Publishing is proud to announce the 2009 edition of *Sports Market Place Directory*.

Sports Market Place Directory is the classic sports reference work that has served the sports industry for 50 years. This 2,300-page work comprises 10 chapters including professional, college and youth leagues and teams, sports media, events, facilities, sponsors and professional services.

This multibillion-dollar industry continues to grow, despite increased news of unfair practices, scandals and corruption. Professional, college, youth, and recreational sports are here to stay, with player contracts, product endorsements, fan participation, new facilities, athlete sponsorships, and media coverage at all-time highs, not to mention the ever-increasing business of sports-related products and services.

This 2009 edition of *Sports Market Place Directory* is your key to this dynamic industry. This reference directory tracks 103 sports, from the obvious national pastimes like Auto Sports, Baseball, and Golf to those with a lesser draw, Billiards, Jai Alai, and Tug-of-War. Whether you are a media professional, agent, athletic director, an athlete, job seeker, service provider or fan, users will find this resource invaluable.

Arranged in useful, business-minded chapters, *Sports Market Place Directory* puts together sections such as Single Sports, College Sports, Events, Agents and Manufacturers. Listings are full of valuable information, including company name, address, phone, fax, web site, e-mail, description, key personnel and detailed corporate data. Our data is reflective of intense editorial research and update efforts via one-on-one phone conversations, Internet, research and industry sources.

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Chapter Play-by-Play:

- **Single Sports** has 2,186 sport-specific organizations, leagues and teams, all current at press time. This chapter includes all major professional coaches and managers, plus an alphabetical index at the beginning of the chapter.
- **Multi Sports** includes 12 specific categories, from athletic foundations to youth sports organizations, plus an alphabetical index at the beginning of the chapter.
- **College Sports:** An alphabetical index begins the chapter, which includes 1,675 listings of associations, conferences, degree programs, and division I, II and III schools. Also included is a comprehensive list of coaches, team executives and sports management programs.
- **Events, Meetings & Trade Shows** includes 2,793 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.
- **Media** includes a total of 3,877 listings, preceded by an alphabetical index. This section includes all daily and non-daily newspapers and all radio and television sports programs. Listings include sports editors and reporters, commentators and show hosts.
- **Sports Sponsors** includes 1,309 sponsors that support most major sports, including all college bowl games, plus an alphabetical index.
- **Professional Services** comprises 13 categories, from executive search services to ticket services, for a total of 1,785 listings. This chapter begins with an alphabetical index.
- **Facilities** contain 1,489 listings, and include seven categories from arenas to facility concession services. You'll find stadiums, race tracks, architects, management services, plus an alphabetical index.
- **Manufacturers & Retailers** include 2,090 listings, with a separate section for Software Manufacturers. Listings include valuable contact information including key executives, plus products and brands. This chapter begins with a subject index.
- **Statistics** includes 28 combined tables on Sports Participation, Consumer Purchases, and Attendance.
- **Three All-Volume Indexes** are conveniently grouped in the back of the book. Entry Index is a straight alphabetical listing. Executive Index is an alphabetical list of all key personnel, including each executive's title and affiliated organization. Geographic Index indexes all listings by country and state.

Sports Market Place Directory is available for subscription on line at <http://gold.greyhouse.com>, accessing the US sports industry has never been faster or easier! With a subscription, users can search by organization type, personnel name, geographic area, keyword, and much more. Visit the site or call (800) 562-2139 to set up a free trial of the Online Database.

Sports Market Place Directory is an 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.

Sports Market Place Directory

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Editorial Director: Laura Mars-Proietti

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