

FOR IMMEDIATE RELEASE:

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2010 National Sports Forum Case Cup Schools Announced



San Diego, CA (10/20/09) – The National Sports Forum announced today that the following schools have been selected to participate in the fourth annual NSF Case Cup Competition to be held in conjunction with the 2010 National Sports Forum conference in Baltimore, MD from February 1-3, 2010.

- Arizona State University
- Georgetown University
- George Washington University
- Ohio University
- Texas A&M University
- University of Central Florida
- University of Memphis
- University of North Carolina at Charlotte
- University of Oregon
- University of South Carolina

This will mark the fourth year of the NSF Case Cup Competition. In previous years, the competition has been an invitation-only event built around six of the nation's top sports masters and MBA programs: Arizona State University, Ohio University, Texas A&M University, University of Central Florida, University of Memphis, and University of Oregon. For the 2010 NSF Case Cup, Georgetown University, George Washington University, University of North Carolina at Charlotte, and University of South Carolina were selected through an application and screening process to join the original six competing institutions.

The 2009 NSF Case Cup was won by Ohio University.

About the NSF Case Cup: The NSF Case Cup Competition is a unique opportunity for sports masters and sports MBA program students from ten of the nation's top institutions to compete in a multidisciplinary case study utilizing the skills obtained in their programs' curricula. Teams consist of four students currently enrolled in each school's program. The case itself is not disclosed to any team prior to the event. Once the case is released, teams have exactly 24 hours to study the case and prepare a 20 minute presentation of their conclusions. Students then give their presentations to a panel of judges and may be asked up to 10 minutes of follow up questions. The winning school is announced on stage during the National Sports Forum conference.

About the National Sports Forum: *The National Sports Forum* is the largest annual cross gathering of the top team sports marketing, sales, promotions, and event management executives from the broad spectrum of teams and leagues (i.e. NFL, MLB, NBA, NHL, auto racing, minor leagues, colleges, etc.) in North America.

Currently, in its 15th year, *The National Sports Forum* is an annual three-day sales and marketing gathering that brings together over six hundred of the top team, event, agency, and sponsorship executives to network, share best practices, and explore issues and opportunities that affect the team/event sports industry. The conference includes three days of keynote speakers, breakout sessions, panel discussions and behind-the-scenes tours. To find more information, please visit www.sports-forum.com.

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