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For Immediate Release
University of Kentucky's S.M.A. taps STRATEGIC President as Speaker
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The University of Kentucky's Center for Sports Marketing has invited STRATEGIC President Peter Stern to come speak at the 10th annual Sports Marketing Academy to speak on the topic of *Sports Marketing Solutions through Branding*. Previously, Peter has served as a guest speaker at New York University, Strategic Research Institute's Sports Marketing Conference, the New York Sports Marketing Institution and the Sports Business Journal's Sports Technology Summit. His industry expertise consulting corporations and properties has turned STRATEGIC into one of the most highly respected firms in the industry.

How does Disney continue to make its Wide World of Sports complex in Lake Buena Vista, Fla. attractive to everyone from the Atlanta Braves of Major League Baseball to event planners from national amateur sports associations? How does Harris Interactive utilize research to improve sports business performance for its clients?

These are just two of the myriad of topics to be addressed at the University of Kentucky May 7-10 as the UK Center for Sports Marketing, UK Athletics, and Host Communications join together for the 10th annual edition of the UK Sports Marketing Academy (UKSMA).

People from across the region and around the nation will be taking part in the academy, which is hosted in the Gatton College of Business and Economics building. UKSMA explores the dual concepts of marketing of sports, and marketing through sports, in a sophisticated, yet practical forum.

The academy offers professional certification to attendees in a three-year intensive program cycle, with academic faculty and experienced practitioners in the field leading the instruction and strategic training in a limited class size environment. "UK Athletics is pleased to continue its partnership with the UK Sports Marketing Academy," said Mitch Barnhart, athletics director at UK. "The caliber of presenters and attendees at the academy is always outstanding."

In addition to John Bisignano of Disney and Peter Shafer of Harris Interactive, presenters at this academy include John Libro of Van Wagner Sports Group, Don Dixon of Autotrader.com, Peter Stern of STRATEGIC, and Tim Campbell of Host Communications.

About STRATEGIC

STRATEGIC, a sports and entertainment marketing agency dedicated to taking brands places they've never been and proving ROI, is headquartered in New York City. Using proprietary methodologies and unmatched expertise to connect brands to passionate consumers, STRATEGIC leverages the power of sports, entertainment and lifestyle marketing. To help them achieve their objectives, STRATEGIC provides clients with Corporate Consulting, Strategy Development / Ideation, Negotiation, Grassroots Marketing, Measurement / ROI Analysis, Portfolio Audit & Analysis, Experiential Marketing, Research, Hospitality Management, Sales Promotion, Sampling, Naming Rights Analysis, Product Launches, and Multicultural Marketing services. Clients include The Hershey Company, InBev USA/Anheuser-Busch (Bass, Beck's, Labatt Blue, Brahma and Stella Artois), GlaxoSmithKline, OfficeMax, North Fork Bank and The History Channel.

More information is available at www.strategicagency.com.

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