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NEWS FOR IMMEDIATE RELEASE

**SUMMIT PERFORMANCE GROUP'S SPORTS INCENTIVE DIVISION BLENDS
ONCE IN A LIFETIME SPORTS EXPERIENCES WITH COMPANY MEETING
AND INCENTIVE EVENTS**

SAN DIEGO — October 13, 2004 — Sports is good for business, says Summit Performance Group's (SPG) Patrick Zubrow, who heads up the company's Sports Incentive division, which is responsible for creating innovative meetings and incentive programs that blend corporate attendance at a once in a lifetime sporting venue, fantasy sports camps or sports celebrity events.

"Sports is an important part of the national marketplace, invoking passionate feelings in fans across the country," said Zubrow, who has more than 10 years experience in the sports hospitality industry. "Sports can have a dramatic impact on a company's business as well. Whether it's getting that important one-on-one face time with a key client, or motivating your sales force to increase their productivity. Sports can be that tool to help get it done."

Zubrow, based in the company's Pittsburgh office, said that Summit Performance Group's can provide customized programs including major event ticketing, accommodations, transportation and hospitality to such

events as the Super Bowl, Final Four, World Series, the Masters, Olympics and World Cup. In addition, the company can design a custom baseball, football, hockey or basketball fantasy camp featuring superstars from yesteryear. Or, SPG can arrange for a sports legend to play in a corporate golf tournament and later address the group at a company reception or dinner event.

The company also handles customized autograph premiums as a motivational tool or sweepstakes fulfillment.

“We work with hundreds athletes in all sports,” said Zubrow. “Since we do not hold any inventory, we are able to customize products for our clients, including autographed premiums with key motivational messages from athletes who are tied to a specific program or region.

“We have tremendous access to events and sports personalities. “We are one of the few companies that have the experience in arranging these unique events. We can customize a sports fantasy camp for corporations and appeal to a regional or national audience. The program can be held at a recreation park outside a company’s headquarters for an afternoon with executives and their clients or to a five-star resort for weeklong event, complete with golf, dinner reception and other activities.”

He explains that SPG always remains advocates for its clients. “We are not buying and re-selling a package. Rather we can customize a trip to a sporting event for our client. We are not taking a biased approach to a hotel property or an event, because we hold no inventory.”

Zubrow said that sports incentive business enable companies to reward their clients or customers with a once in a lifetime experience, whether it’s attending an event or meeting a Hall of Fame player. “The client will always remember the company that was responsible for providing them with this unforgettable sports experience,” he said.

Summit Performance Group’s value-added services also include customized incentive travel programs and special event enhancement, including personalized guest communications, invitations, itineraries, leave at

home notes and welcome packages. The company handles vendor negotiations and contractual arrangements for airlines, hotels, food and beverage, transportation, destination management and vendor and hotel staff coordination.

About Summit Performance Group

The Summit Performance Group has extensive sports hospitality and management experience having provided tailored programs to clients for major sporting events including the 1995 - 2005 Super Bowls, 1999 - 2003 Masters Tournaments, 2000 US Open at Pebble Beach, 1996 Summer and 2002 Winter Olympics, Daytona 500, 1996-2002 All-Star Baseball Games, the President's Cup, 2004 Stanley Cup, 2003-04 Kentucky Derby, 1998-2001 Holiday Bowls, 2004 US Open on Long Island, etc.

Headquartered in San Diego, Summit Performance Group's Partners and Founders, Richard McCann and Douglas Wheeler, have more than 40 years experience in corporate incentive travel and meeting management industry. SPG has successfully developed and executed top-notch, custom tailored programs for numerous large and small companies. SPG's comprehensive suite of services include site selection and contract negotiations, secondary services coordination, corporate sports hospitality and sponsorships, individual and group incentive travel, conference and event management, technology and web registration, multimedia development and production and custom theming, staging and graphic design.

SPG headquarters is located at 12396 World Trade Drive, Suite 315 in San Diego. The company has regional offices in Los Angeles, San Francisco and Pittsburgh, PA. For more information SPG, call 858-385-2785 or 858-456-9092, or visit www.summitpg.com.

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