

SAN JOSE SPORTS AUTHORITY NEWS RELEASE

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FOR IMMEDIATE RELEASE
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San Jose Sports Authority Names Patricia Ernstrom Executive Director

SAN JOSE (November 20, 2007) – The San Jose Sports Authority Board of Directors has named Patricia Ernstrom the organization's Executive Director.

Ernstrom has been in the role of acting executive director since January 1, 2007. She succeeds Dean Munro, who left the organization to become chief of staff for the San Jose Redevelopment Agency.

"Patricia's background in professional, amateur and youth sports, strong relationships with sports partners, demonstrated commitment to the community, as well as her excellent interpersonal skills are significant assets for the Sports Authority," said Gary Fazzino, Board Chairman, "We are fortunate to have a new executive director who not only is talented, but also has a deep understanding of our business and our mission. Patricia's leadership skills will benefit anyone in the community who has an interest in sports – whether as a spectator, fan or participant. Patricia is going to be excellent in this position, and we look forward to working with her."

A San Jose native, Ernstrom is a long-time leader in its sports landscape. Ernstrom originally served on the Sports Authority staff from 1997-2000 as Senior Director of Events and rejoined the organization in 2005 as Deputy Executive Director.

Ernstrom has a wealth of experience in sports management. During her tenure at the Sports Authority, Ernstrom has helped bring a diverse set of events to San Jose, including the NHL All-Star Game, Women's Final Four, Women's World Cup, USA Volleyball Open Championship, USA Water Polo Junior Olympic Championships, Dew Action Sports Tour, NCAA Basketball Championships and USA vs. Ireland Boxing. In addition to her work at the Sports Authority, she served as director of Silicon Valley's Senior PGA Tour from 2000-2002 and also worked on the Bay Area's bid to host the 2012 Olympic Summer Games. Ernstrom's previous experience also includes seven years in promotions, marketing and production at two Bay Area television stations.

"I am thrilled to be named to the executive director position at the Sports Authority," Ernstrom said. "It is an honor to continue working on behalf of San Jose to bring a wide variety of sports events to the city and the South Bay, as well as to enrich our communities through sports and youth programs."

Over the next 12 months, the Sports Authority is focused on a number of major events taking place in San Jose, including the Amgen Tour of California, USA Gymnastics' Pacific Alliance Championship, Pac-10 Women's Basketball Tournament and USOC Team Processing, which is the official staging of the U.S. Olympic Team in preparation for the Beijing Games.

A graduate of Santa Clara University, Ernstrom also serves on the Bronco Bench Foundation Board of Directors, which raises funds for student-athlete scholarships.

SAN JOSE SPORTS AUTHORITY (www.sjsa.org)

The San Jose Sports Authority is the sports marketing agency / sports commission for the City of San José. It supports youth and amateur athletics throughout the community as well as works to bring premier sports events to the city.