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FOR IMMEDIATE RELEASE

GCSC 2010 REPORT CARD & PASSING OF THE BOARD CHAIR TORCH

Greater Cincinnati Sports Corporation (GCSC), a non-profit 501c (3) organization founded in 1987, has enriched our community through the acquisition of more than 220 amateur and professional sporting events. GCSC represents the region in the sports marketplace through funding partners Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus, P&G and many other community partners.

GCSC had a change of reins with its board chair as Susan Noonan passed the torch to Michael J. Moeddel. Moeddel is a Partner with the Cincinnati law firm Keating Muething & Klekamp PLL, where he regularly represents clients in private equity transactions, mergers and acquisitions, and other complex corporate transactions. Moeddel has been named to Ohio Rising Stars 2006-2011 by Law & Politics. He also serves as an adjunct professor at the University of Cincinnati College of Law and regularly speaks on matters related to corporate and limited liability company law. Moeddel is a member of the Board of Directors of the Council on Child Abuse and a former member of the Cincinnati Recreation Commission.

Susan Noonan's board chair tenure stemmed from 2005-2010 and was full of many accomplishments. GCSC increased the region's sports market share by over 269% in room bookings for a total economic impact of \$37million during this time. Noonan will continue to serve on the committee which created the Cincinnati Sports Professional Network (CSPN). CSPN serves as a networking organization for area sports professionals offering two annual scheduled educational programs and an annual awards ceremony for the sports business community. Each Spring, sports professional members gather to network, welcome special guest speakers, and honor several deserving local sports business professionals along with awarding a scholarship to a deserving local college student in the sports business or athletic training fields of study.

In 2010, GCSC met its annual goal by booking 33,985 new hotel room nights with a direct economic impact of over \$10.1 million for the region. This includes a diverse 2011 Summer of Impact Event Line Up and will drive to the region over 650 youth teams, which will result in some 15,000 room nights at regional hotels, and approximately \$5million in economic impact.

The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati & Northern Kentucky region as a premier sports destination. GCSC has a 22-year history of event management that brings pride, visibility and positive economic impact to this region. From World and National Championships to community-based programs designed to benefit youth, GCSC is making a difference in the quality of life for Greater Cincinnati. GCSC is funded in part by and represents P&G and the Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus. For more information on GCSC and a full event calendar, visit www.cincysports.org.

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