



For Immediate Release

Contact: DeLaine Bender
859.226.4421 or delaine.bender@imgworld.com

IMG Associations Announces New Agreement with College Sports Information Directors of America

LEXINGTON, Ky., (February 10, 2009) – IMG Associations, the association management division of IMG, has signed a sales-based services agreement with the College Sports Information Directors of America (CoSIDA).

“CoSIDA is a great organization with strong leadership, and we are pleased to have the opportunity to work with them,” said DeLaine Bender, vice president of client success, IMG Associations. “It is an honor to add such a well-respected organization to our portfolio of association clients, and we look forward to helping CoSIDA continue to thrive and grow.”

“We have built a strong relationship with IMG in a short period of time,” said Nick Joos, CoSIDA president. “Their reputation within the collegiate sports industry and ability to deliver sales-based services to associations were important factors in our agreement.”

CoSIDA was founded in 1957 and now represents more than 2,500 college sports information and communication directors in the United States and Canada. It founded the highly regarded “Academic All-America” program. The organization’s purpose is to advance the profession as well as enhance the professional skills of its members.

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About IMG Associations

IMG Associations is a professional association management company and a leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. Offering a spectrum of strategic management services, IMG Associations provides global and national associations with a solid framework for success. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world’s premier sports, entertainment and media company, and an active member of the Association Management Company Institute and the American Society of Association Executives. For more information on IMG Associations, visit <http://www.imgassociations.com>.

About the College Sports Information Directors of America

CoSIDA was founded in 1957. Previously, sports information directors were a part of the American College Public Relations Association. Sports information directors collaborated at ACPRA meetings and felt that a separate organization was needed. Establishing CoSIDA with 102 members, CoSIDA today has grown to over 2,500 members in the United States and Canada. The association is designed to help the sports information directors at all levels. It is the desire of the members to have the profession take its rightful place on the decision-making levels of college athletics. Everything done is geared to this objective. www.cosida.com