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Sponsor Direct Passes \$500 million in Sponsorships Valued.

Leader in sponsor-side financial valuation continues to advance in valuing sponsorship deals and innovating the industry

New York, NY (April 21, 2008) – Sponsor Direct (www.sponsordirect.com), the sponsorship industry's leading provider of sponsorship yield management applications, today announced that over \$500,000,000 in sponsorship agreements have been analyzed through their Financial Valuation Services. The service formerly known as SponsorAid, is the industry's only online service for providing an independent assessment of the financial value of assets in sponsorship proposals and agreements.

"It's an honor to be working with clients like MasterCard, Miller, Coors, Bank of America and others on their most important sponsorship investments and advising them in a manner that is critical to their decision-making," said Chris Thompson, head of Valuation Services at Sponsor Direct. Thompson added, "We are very excited about our future release of the Financial Valuation capability, which will be even more dynamic and robust for the submitter and client subscriber."

Sponsor Direct routinely values a wide-range of property agreements: major and minor league sports; international events, fairs and festivals, traveling shows and exhibits, performance and competition venues, public places and other place-based properties.

Sponsor Direct invites you to join them at the Event Marketer Conference in Chicago on April 22, 2008 for a live demo session at 3:15pm. Don't miss an extraordinary opportunity to learn about the Financial Valuation process and how one of the top executives in the Sports & Entertainment industry (Paula Beadle – VP, Sponsorship & Events, WaMu) leverages Sponsor Direct's sponsorship yield management applications to manage & evaluate their sponsorship investments. Sponsor Direct has teamed up with Royal Caribbean to offer a free 7-day cruise to the Caribbean for two and will be given away at the end of the session.

About Sponsor Direct

Founded by Mark Rockefeller, NY-based Sponsor Direct provides comprehensive proposal and portfolio management solutions to companies building their brands through sponsorship and community investments. The SponsorPort web-based operating platform is the industry's leading yield management application. Sponsor Direct offers specialized services that utilize objective, data-driven financial valuation tools and best practices to optimize a sponsor's portfolio of assets. For more information, please visit www.SponsorDirect.com.