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GAMEDAY MANAGEMENT LANDS CONTRACT WITH 2010 ALLTECH FEI WORLD EQUESTRIAN GAMES

ORLANDO, FL – 2010 is shaping up to be a busy year for Gameday Management Group (“Gameday”). With Super Bowl XLIV, the 2010 Vancouver Winter Olympics and the Daytona 500 already on the calendar, Gameday announced today that it has been selected to provide transportation services for the 2010 Alltech FEI World Equestrian Games. The 2010 Alltech FEI World Equestrian Games will take place in Lexington, Kentucky September 25 – October 10.

“We are thrilled to work with Gameday Management Group” said Robert Hinkle, Alltech FEI World Equestrian Games Vice President of Operations. “Gameday’s event transportation experience, planning and operational strategies made them an easy choice to handle our transportation needs.”

Before the event gets underway Gameday will develop a Traffic Management Plan for the event and area as well as a Travel Demand Management Plan. Gameday will work with local traffic engineering companies as they develop these plans. During the event Gameday will operate the shuttle service from the hotels to the event as well as offsite park and ride lots. Gameday will also oversee the onsite and offsite parking operations. Gameday expects to move 600,000 spectators, Media and VIP’s over the 16 day event and will use between 200 and 400 buses a day to move these groups.

“This is a tremendous opportunity for Gameday Management Group” said Deborah McCandless, Gameday Management Group Vice President “We have already hit the ground running and are looking forward to putting on a tremendous event.”

About Gameday Management Group:

Gameday Management Group, based in Orlando, FL, is a leader in transportation solutions for sporting & special events around the globe. Founded in 1994, Gameday provides a full array of services built to improve the efficiency of transportation at special events; including successful traffic management planning, installation of travel demand management tools (www.clickandpark.com) and efficient shuttle system operations. Gameday’s work has grown to include such large scale events as Super Bowls, Olympic Games, Bowl Games, Inaugurations, World Equestrian Games, and The Daytona 500. For additional information please visit www.gamedaymanagement.com.

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