For immediate release

Special Olympics Southern California Announces Partnership with USC Sports Business Institute for Study on Potential Headquarters Relocation

(June 15, 2006 - Los Angeles, CA) - Special Olympics Southern California will begin undergoing a process to locate a potential new location for its headquarters, SOSC President/CEO Bill Shumard announced today.

In preparation for the process, SOSC has enlisted the support of the Sports Business Institute at the University of Southern California, under the direction of respected sports business consultant David Carter. Carter, who serves as the Institute's Executive Director, will direct a team of MBA students in producing a "Request for Proposal" from interested Southern California cities, as well as an “Economic Impact Study,” which will quantify SOSC's financial worth to a participating community.

"I was pleased when I came into the job that I was approached by a handful of cities interested in serving as the home city for Special Olympics Southern California," said Shumard. "And I am honored that we have the opportunity to engage the expertise of David Carter and the Sports Business Institute at USC as we start this exciting process."

"This will be a unique and worthwhile learning experience for the students, as well as a meaningful project for the Institute," said Carter. "The Special Olympics brand carries a 97% recognition rate nation-wide, so I'm not surprised by the initial interest being expressed by various cities in Southern California."

SOSC’s headquarters is currently located in Culver City, CA. SOSC serves more than 10,000 athletes, ages 8-80, with intellectual disabilities. The program is quickly growing and administrative as well as facility space is needed to better serve the athletes.

Throughout the year, SOSC training and competitions are scheduled according to venue availability. Having a more consistent location will only expand the outreach to intellectually disabled children, adults and their families.

In its current arrangement, the SOSC headquarters office works closely with the Los Angeles, Orange County and San Gabriel Valley Regional offices. The 31 Area Programs, from San Luis Obispo to San Diego and everywhere in-between, work closely with the Regional Area offices. Consolidating some of these facilities would allow more budgetary allocations to be put back into the athlete’s programs.

The public search is expected to take approximately 12-15 months.

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About Special Olympics Southern California

The mission of Special Olympics Southern California is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. SOSC currently provides services to more than 10,000 athletes with the assistance of approximately 12,000 volunteers throughout the eleven counties of Southern California.

About the Sports Business Institute

The University of Southern California and the Marshall School of Business announced the formation of the Sports Business Institute in October, 2005. The Sports Business Institute is dedicated to understanding and furthering the rapidly growing sports business industry on a global basis, and does so by leveraging extraordinary academic and professional experiences. The Institute’s mission is to serve as both a source and resource for industry participants and stakeholders and, in the process, enable them to address and resolve industry challenges.

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