



FOR IMMEDIATE RELEASE
June 28, 2007

Contact: Ryan Larson
407.648.0213 x105
rlarson@gamedaymanagement.com

**GAMEDAY MANAGEMENT GROUP MANAGES
TRANSPORTATION FOR 2007 CONCACAF GOLD CUP™**

ORLANDO, FL-- Gameday Management Group ("Gameday") recently wrapped up twenty days of transportation service support for the 2007 CONCACAF Gold Cup™. Gameday's services focused on securing vehicle procurement and on-site coordination of all ground transportation moves needed for participating teams, referees, dignitaries & CONCACAF officials. The soccer tournament, featuring teams from countries throughout North America, Central America and the Caribbean, was hosted by six cities across the United States.

"Gameday did a great job organizing the ground transportation for all of our groups this year" said Jill Fracisco, CONCACAF Director of Competitions & Events. "It's no small task coordinating ground moves for twelve teams over a period of several weeks, and we were more than comfortable putting those responsibilities in the hands of Gameday."

Gameday procured motor coaches from local markets to transport each of the teams and their staff during their respective stays. Transport typically included moving teams between airports, hotels, training locations & stadiums for day of game. Cargo trucks were utilized to transport equipment, and chauffeured town cars were used to move dignitaries and CONCACAF officials.

Gameday distributed at least two staff members to all venues to ensure moves went smoothly. "It is important for us to have an 'on-site' presence at events of this scale to deliver a higher standard of service," said Deborah McCandless, VP Operations who oversaw Gameday's operations. "Changes to itineraries are the norm, and our ability to react quickly and accommodate those changes is invaluable to our clients."

The CONCACAF Gold Cup™ marked the beginning of a busy summer for the special event transportation services company. Gameday will be managing the park and ride shuttle system at the Pepsi 400 (Daytona International Speedway) as well as the Live Earth concert (Giants Stadium) over the July 7th weekend. The Gameday team will also be developing a comprehensive transportation management plan for World Market Center in Las Vegas in order to improve event traffic efficiency.

About Gameday Management Group:

Gameday Management Group, based in Orlando, FL, is a leader in transportation solutions for sporting & special events around the country & world. Founded in 1994, Gameday provides a host 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 the Super Bowl, Olympic Games, Capital One Bowl, Daytona 500 and Speedweeks. For additional information please visit www.gamedaymanagement.com.

###