



FOR IMMEDIATE RELEASE
Sept. 6, 2007

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GAMEDAY MANAGEMENT LANDS CONTRACT WITH THE NEW YORK JETS AND THE NEW YORK GIANTS

ORLANDO, FL -- Gameday Management Group, announced today that it has been selected by both the New York Giants and the New York Jets to manage the spectator shuttle operations at the Meadowlands Sports Complex in East Rutherford, New Jersey. This agreement covers coordination of all spectator load zones and shuttle bus movements from Giants stadium to nine park and ride lots for the 2007 season. Gameday Management Group expects to transport an estimated 10,000 – 15,000 spectators per game. The New York Jets season opener will be held at the Meadowlands Sports Complex on September 9th versus the New England Patriots.

“With Gameday’s proven success at the Daytona 500, nine consecutive Super Bowls, and other major sporting events, we are confident Gameday will provide fans with the highest degree of efficiency and customer service.” said William D. Squires, operations consultant to the New York Jets and New York Football Giants.

Park and Ride shuttle operations will be supported by an on-ground staff who will coordinate all system components. Primary duties include management and timing of shuttle movements, design & organization of passenger load zone areas, and coordination with local law enforcement to ensure efficient & safe movement of shuttle traffic. Gameday staff will also assist fans with queuing and loading shuttles.

“We are excited to be working with the Jets and the Giants organizations and look forward to providing their dedicated fans with the convenience of our park and ride operations.” said Deborah McCandless, Gameday Management Group’s VP of Operations

About Gameday Management Group:

Gameday Management Group, based in Orlando, Fla., is a leader in transportation solutions for sporting and special events around the country and 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 personnel have orchestrated traffic and transportation improvement efforts for events such as the Super Bowl, 2002 Winter Olympics, Daytona 500 and 2005 Presidential Inauguration in addition to providing online parking permit services for the International Builders Show and the National Association of Broadcasters. For additional information please visit www.gamedaymanagement.com.

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