

SB XLV PLANNING GOING STRONG

Gameday helped give New Orleans, the Super Bowl champion city, star treatment from the NFL for the NFL Kickoff. It was a great way to celebrate the city and the Saints by giving fans a way to experience their team with a concert, a star-studded parade and youth football clinics. The NFL Kickoff gave the Gameday and SB Transportation team their first test of the NFL season. The team is heading into the final stage of planning in North Texas for Super Bowl XLV. All plans are coming together inside and outside of Cowboys Stadium, including routing, staffing and bus allocations which are just a few of the components that Gameday manages for the Super Bowl. Gameday will manage over 500 buses that will be used to transport Super Bowl guests (including sponsors, media, teams, families and officials). Gameday's sister company, Click and Park, has kicked off the NFL season with the planning of the SB XLV Click and Park website (www.sbxlv.clickandpark.com), which will launch on Oct. 6 to provide transportation information. Purchase and reservation processes will launch on Dec. 8.



FLORIDA CITRUS BOWL KICKOFF

Gameday and Click and Park are looking forward to being a part of an exciting football season at the Florida Citrus Bowl. Gameday is monitoring the college football season closely for possible teams that will have the opportunity to play in the Champs Sports Bowl or the Capital One Bowl. Gameday creates close bonds and relationships with the teams and families by taking care of all their ground transportation needs to events, practices and the day of the game. A Gameday representative is assigned to a team and stays with them to manage all needs from arrival to departure. Click and Park will also be highly anticipating the Champs Sports and Capital One Bowls with the added bonus of also handling parking for the Florida Classic. Click and Park has a direct hand in the entire parking permit program for the 3,000 – 4,500 vehicles used to transport spectators, teams, media and staff to each event.

CITY OF GLENDALE – CARDINALS SHUTTLE SYSTEM

Gameday has successfully started the Arizona Cardinals season. The Cardinals' home opener versus the Oakland Raiders on Sept. 26th was a sell-out game. Including preseason contests, the Cardinals have now sold out all 46 games they have played at University of Phoenix Stadium, which opened in August of 2006. Since the Stadium opened, Gameday has moved close to 200,000 fans attending Mega Events at the UOP Stadium. The Gameday team is anticipating providing the spectator shuttles for the Fiesta Bowl and the BCS Championship Games in 2011. Twenty four of the past 25 Fiesta Bowl games have been sell-outs. The Fiesta Bowl never fails to be a classic game, and the BCS Championship Game is sure to leave fans on the edge of their seats!



2011 NATIONAL HOCKEY LEAGUE ALL-STAR GAME

Gameday Management Group is proud to announce that they will be working with the 2011 NHL All-Star Game. The 2011 NHL All-Star Game is on Jan. 30, 2011 in Raleigh, North Carolina at the RBC Center, the home of the Carolina Hurricanes.

2010 G8 AND G20 SUMMITS

Gameday Canada developed a transportation system that was safe, effective and efficient for the workforce of Contemporary Security Canada (CSC). The G-8 Summit was held in Huntsville, Ontario on June 25-26, 2010 and the G20 Summit was held in Toronto, Ontario on June 27-28, 2010. Gameday Canada was responsible for moving the G8 and G20 Summit Security staff from their accommodation sites to their venues, as well as provide arrival and departure transportation. The G-8 Summit is an informal forum used to discuss issues of mutual and global concern such as health, law enforcement, labor, economic and social development, energy, the environment, foreign affairs, justice, terrorism and trade. The leaders of the world's most industrialized countries gather annually to examine these pressing topics. The G20 Summit was formed due to the economic development and growth in the world's economies, and consists of a group of Finance Ministers and Central Bank Governors from 20 of the world's largest economies. This Summit is a forum for matters related to the international financial systems.

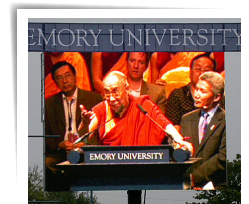


2010 ALLTECH FEI WORLD EQUESTRIAN GAMES

The Gameday and Click and Park Teams are "all saddled up" for the 2010 Alltech FEI World Equestrian Games. An estimated 300,000 horse fans are in Lexington, Kentucky to watch the competitors strut their stuff at Kentucky Horse Park. The Gameday WEG team is now all hands on deck for event operations! They are busy parking cars, running shuttles for spectators and media and staffing the transportation mall for all users. Click and Park has sold over 2,200 premium parking permits and reserved over 750 buses. The Click and Park team has made sure all Parking and Access permits have been quickly and efficiently distributed to all groups.

DALAI LAMA VISIT TO EMORY UNIVERSITY

Emory University is celebrating the return of the Dalai Lama. Many students are excited for His Holiness the 14th Dalai Lama's return visit to the Emory campus in his capacity as Presidential Distinguished Professor. Click and Park, in partnership with Standard Parking, is providing customized routing directions as well as utilizing a Click and Park capacity tool that will help estimate the number of people coming to the event. The highly acclaimed Click and Park Customer Service team will also be the added touch to make this event run smoothly!



CLICK AND PARK ROUND UP

SOLDIER FIELD

"Parking is an important phase of the game day experience at Soldier Field," said John Bostrom, Senior Director of Administration, Chicago Bears. "Click and Park understands the importance of providing quality customer service and has served fans successfully for the years they have been coordinating the parking program." The Chicago Bears are having a superb start this season at 2-0. Bears fans get a first class experience with Click and Park handling their parking. Single game permits are selling extremely quickly!

YANKEE STADIUM

Busy times at Yankee Stadium! Click and Park is enjoying a more expanded role at Yankee Stadium, working the Jay-Z and Eminem Concert with great reviews from fans. Planning is in high gear for the Major League Baseball playoffs as well. Other events that Click and Park are anticipating at Yankee Stadium are the Army vs. Notre Dame football game on Nov. 20, 2010 and the New Era Pinstripe Bowl on Dec. 20, 2010.



LOOKING FOR MONTHLY PARKING IN CHARLOTTE, NORTH CAROLINA?

Click and Park, in partnership with Standard Parking is getting great response to the monthly parking program in Charlotte. A customer goes to www.clickandpark.com, find their closest or most desired garage, and reserve the first month of parking at a discount. The customer then picks up their access card, signs their contract, and enrolls in an automatic payment program!

COLUMBUS BLUE JACKETS

The 2010-2011 season marks the 3rd year that Click and Park has pre-sold parking permit packages for the Columbus Blue Jackets. Click and Park sells individual games, however a huge savings to the customer is in purchasing the parking permit package deals. This saves customers between 10-25% off the regular price. Also, the added bonus on top of the package deal is that all packages include anywhere from 1-4 FREE parking permits that can be redeemed during the pre-season. There is no surprise to report that pre-sale numbers from last year to this year have doubled! Parking permits can be purchased by visiting www.arenadistrictparking.com.

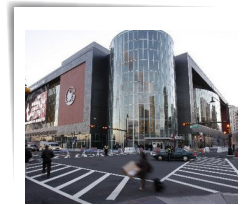


BRADLEY INTERNATIONAL AIRPORT

Click and Park is now taking airport parking to a whole new level at Bradley International Airport, also known as the Gateway of New England. Airport customers looking for parking will go to www.parkbradley.com, where they will select the days they would like to park. Customers will then pay a minimal flat reservation fee of five dollars that will guarantee them a premium parking location closest to elevators for easy airport access. Upon exiting parking garage customers will then pay the applicable parking fees. Click and Park delivers a stress-free airport parking experience, eliminating the days of circling the garage for an open parking spot and dashing through the airport to your terminal.

PRUDENTIAL CENTER

Click and Park is entering its third season handling Prudential Center pre-paid parking, home to the NHL's New Jersey Devils. The Devils, also known as "Jersey's Team", will open up the 2010-2011 season at home on Oct. 8, 2010. The Prudential Center is also home to the NBA's New Jersey Nets while their new arena is being constructed. Click and Park will be taking care of the Nets fans' parking needs for their first time at the Prudential Center beginning on Oct. 27, 2010. Fans are excited to see what the Nets can do with their highly esteemed draft picks!



TD GARDENS – BOSTON, MASSACHUSETTS

Click and Park is now in its second year launching parking programs for the Boston Celtics and Boston Bruins at TD Garden in Boston, MA. Fans get pre-paid parking reservations for the conveniently located Government Center Garage, which boasts access to all major roadways, allowing for an easy entry and exit. Reserve your next TD Garden event parking permit at www.governmentcentergarage.com.

UPCOMING CONFERENCES AND TRADESHOWS

Click and Park representatives will be attending the Florida Parking Association Conference in Daytona Beach, Florida on December 1-3, 2010.

GAMEDAY MANAGEMENT GROUP – EMPLOYMENT OPPORTUNITIES

If you are interested in pursuing open positions with Gameday Management Group or the events we have under contract please visit our website at <http://gamedaymanagement.com/web/join-our-team/Default.aspx> for more information.

If you do not want to receive the latest and greatest newsletter from Gameday Management Group, please let us know.