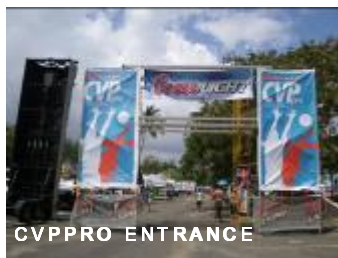


CASE STUDIES:

Circuito de Voleibol Playero Profesional (CVPpro) 2008

Situation In late 2007, the agenda of the Puerto Rico Volleyball Federation (PVF) had reached a point that in order to maintain a quality professional beach volleyball operation it needed to find an external promoter to run the beach volleyball events in PR. The PVF approached 7 Sports Productions to produce and run the beach volleyball circuit in Puerto Rico.

Solution: 7 Sports Productions, Inc. accepted the challenge and with a 3 year agreement in place and the endorsement from the PVF re-structured, produced and re-branded the beach volleyball circuit with a new image and name: "Circuito de Voleibol Playero Profesional (CVPpro). The CVPpro integrates the competition, the in game entertainment, and sponsor promotional areas into a high class production challenged by none with the goal of growing and further developing beach volleyball for professional players, semi-professional players, recreational players and young athletes at the same time developing a new generation of athletes and introducing beach volleyball fans to the rules of the game as well as to the CVPpro.



CVP PRO ENTRANCE



FASHION BIKINI CONTEST



COORS LIGHT VIP UPGRADE



Results 7 Sports Productions delivered five high quality events including the 2008 NORCECA Beach Volleyball Championships in the best beaches of Puerto Rico as part of the 2008 CVPpro. The events included an extraordinary production that successfully showcased the objectives of the CVPpro including great brand presence for sponsors, a superb in game entertainment program, a beach cleaning and recycling education effort, over \$58,000 in cash & prizes with 100 athletes plus competing for five exciting weekends.

"A note to congratulate your team (CVPpro Team) for the work done during the whole summer with the CL CVPpro. Thanks to your vision, a lot of new things were done like show a "live" tournament finals on TV from Luquillo, media coverage above 100K dollars, billboard support, and a new website" Loisse Herger - Brand Manager, MillerCoors

"Excellent job. The location, cleanliness, and the organization as well as the brand presence was super. Pepa and team...good job." Miguel Sabo - Sales Director, MillerCoors

Contact:
7 Sports Productions, Inc. / CVPpro, Inc.
3950 Road 176 Box 45
Garden Valley Club
San Juan, PR 00926

Phone: 787.345.0077 & 787.345.8734
Fax: 787.998.1400
E-mail: info@7sportspr.com
www.7sportspr.com

