

## **Jet Set Sports Extends Sponsorship of U.S. Olympic and Paralympic Teams Through 2020**

***August 12, 2010***

**Colorado Springs, Colo.** – Jet Set Sports/CoSport today announced it has extended its sponsorship of the U.S. Olympic Committee for the next two quadrennials through 2020 as the official U.S. provider of event tickets and hospitality packages for the Olympic Games.

“Jet Set Sports/CoSport is a leading provider of hospitality packages and event ticketing, whose focus is the Olympic Games,” said USOC CEO Scott Blackmun. “They’re incredibly good at what they do and are committed to the Olympic Movement. We are very grateful for their continued support of Team USA and America’s athletes for years to come.”

Since 1984, Jet Set Sports has provided corporate clients with hospitality packages at Olympic Games through its VIP Hospitality Programs and Hospitality Management Services. Leveraging Jet Set Sports’ experience gained from past Olympic Games, CoSport now offers the same quality hospitality experience to individual consumers through its hospitality packages, premium ticket packages and individual ticket sales.

“In 1984, I began this business to help Americans travel to and from the Olympic Games in Sarajevo, my hometown, not knowing what to expect,” said Sead Dizdarevic, Chairman and CEO of Jet Set Sports/CoSport. “I’ve worked tirelessly on behalf of the Olympic Movement for nearly 30 years now, and as we look toward London 2012 and beyond, I’m thrilled to know that our relationship and bond with the USOC and Team USA are stronger than ever.”

Jet Set Sports donates thousands of tickets at each Olympic Games in order to make it possible for young people to witness the power of the Olympic Movement and the excellence of Olympic athletes. The company also donates tickets for use by athletes and their families.

“Our family was extremely fortunate to be able to experience first hand the generosity of Jet Set Sports/CoSport at the 2010 Olympic Winter Games in Vancouver,” said Jody Flatt, mother of U.S. Olympic figure skater Rachael Flatt. “To be able to have our extended family sitting with us during our daughter’s first Olympic Games, is the memory of a lifetime!”

Jet Set Sports’ sponsor relationship with the USOC dates back to 1992 when the company was appointed by the USOC as the official VIP hospitality agent for the Albertville Olympic Winter Games and the Barcelona Games. The company has held similar positions with the USOC for each Games since that time. In 2002, the company became a sponsor of the USOC and the U.S. Olympic Team. Following the Olympic Games in Athens, Jet Set Sports/CoSport expanded their relationship with the USOC to include the sale of event tickets to the general public starting with the 2006 Olympic Winter Games in Torino.

Jet Set Sports/CoSport’s relationship with Olympic Organizing Committee’s such as the Vancouver Olympic Games Organizing Committee (VANOC) for the recently completed 2010 Olympic Winter Games has previously allowed Olympic fans in the U.S. to obtain additional tickets above and beyond the USOC’s allocation received from each organizing committee. For example, in 2010, Jet Set Sports/CoSport sold 113,928 tickets in the U.S. The total number of tickets sold surpassed VANOC’s allotment to the U.S. by more than 220% percent, thus giving twice as many Americans the chance to attend the Games as would have otherwise been possible.

Tickets for the London 2012 Olympic Games are expected to go on sale in the spring of 2011 and registration is currently open for U.S. residents. Please go to [www.cosport.com](http://www.cosport.com) for more information or to register at no cost. Jet Set Sports and CoSport are the only companies authorized by the USOC to sell tickets and hospitality packages in the United States.