

## Press Release

### Cindy Yim to Speak at International Sports Management Conference in Lausanne, Switzerland

**San Francisco, CA – February 19, 2009** – Cindy Yim, founder & CEO of Little Yim Corp., will speak at the International Sports Management Conference to be held May 6-8, 2009 in Lausanne, Switzerland.

Lausanne is the site of the International Olympic Committee ((IOC) headquarters and the Olympic Museum. Two International Olympic Committee members are involved with the conference.

Yim will make a presentation titled, “*A Stock Market of People: ‘Direct Impact Economics’ Changes the Dynamics of Professional Sports.*” The conference provides a platform for presentations on the latest findings and the most innovative solutions in international sports management. Speakers are key individuals in the international sports management industry, academic scholars and researchers.

Conference speakers and program committee members include:

- CHRISTOPHE DUBI – International Olympic Committee Member
- CHRISTIAN THRILL – International Olympic Committee Member
- ANGELO PARIS – 2006 Olympic Games in Torino, Director of Strategic Planning
- DMITRY MOSIN – Sochi’s 2014 Olympic Bid Committee, Director of Strategic Planning
- IAN BLACKSHAW – Court of Arbitration of Sport, Mediator

The conference is creating “a new environment of communicating and exchanging past and present experiences as well as formulating solutions and future directions.” It gathers leaders of international competitions and organizations, professional sports teams, and major international sponsors.

#### **About Little Yim**

Little Yim presents the world’s first stock market of people: The Jock Market. It is a financial investment company that raises funds for professional athletes through its stock market of people. Public investors buy stock in professional athletes listed on the Jock Market. Athletes receive the investment proceeds to improve the quality of their training and to cover the costs of travel, tournament fees and other expenses. The company removes the financial constraints to accelerate an athlete’s development.