

## Press Release

### Cindy Yim to Speak at StoneFit Pro Women Athlete's Career Conference

**San Francisco, CA – September 16, 2008** – Cindy Yim, founder & CEO of Little Yim Corp., will speak at the StoneFit Pro Women Athlete's Career Conference on September 19 and 20 in San Francisco.

The conference seeks to help professional women athletes by expanding coaching to include new information on training, conditioning, and injury prevention in combination with career development guidance.

Yim will discuss post-competition career development for athletes making the transition from competition to a lifelong career. Other topics to be addressed at the conference include elite fitness, the future of marketing and branding for women, and the challenges and opportunities for female athletes and women's mainstream and non-mainstream sports.

World champion athletes, corporate marketing directors, fitness trainers, sports agents, public relations experts and other leaders in the sports industry will be gathering at the conference to focus on providing support for professional women athletes in all the key aspects of their career. The conference is presented by The Stone Clinic and The Stone Research Foundation.

#### **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.