

NEWS RELEASE
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**SAN JOSE COVENTION & VISITORS BUREAU APPOINTS VETERAN
THEATRE & ENTERTAINMENT SALES MANAGER**



*Manager, will oversee
the San Jose
Convention & Visitors
Bureau's arts &
entertainment market.*

SAN JOSE, CA. -- January 3, 2007 — The San Jose Convention & Visitors Bureau (SJCVB) announced the appointment of Bill Fisher as its new Arts and Entertainment Sales Manager. Mr. Fisher, a veteran salesperson and stage actor, will manage the sales and booking of the San Jose Convention & Cultural Facilities' four theatres, including the Center for Performing Arts, the Montgomery Theatre, the California Theatre and the Civic Auditorium.

Originally from Chicago, Illinois, Mr. Fisher's experience in the arts and entertainment industry spans more than 16 years, from audio-visual production and exhibition/event services to talent booking and event promotions.

Just before moving to San Jose, Mr. Fisher worked for commercial television and radio production company, Media Underground, based in Las Vegas, Nevada. As Senior Account Executive, Mr. Fisher managed the company's brand marketing and website, improving its overall visibility and presence within current markets.

Mr. Fisher's career in exhibition and event services began with GES Exposition Services where he served as a Hotel Account Executive. Mr. Fisher interfaced with all Las Vegas hotels and was recognized for piloting the company's Special Events division, which later became a national operation.

Following GES, Mr. Fisher worked with Encore Productions where he served as the Director of Audio Visual and Sales for Las Vegas' Mandalay Bay Resort. In this capacity, Mr. Fisher was credited for increasing sales by 40 percent and effectively managing client relations, thereby securing a \$14m expansion contract.

"Bill's experience working with large-scale events has prepared him for San Jose's arts and entertainment facilities," said Diana Ponton, Vice President of Sales for the San Jose Convention & Visitors Bureau. "In collaboration with our resident arts partners, Bill will help secure diverse talent to San Jose's theatres, stimulating San Jose's multicultural arts and entertainment landscape."

Mr. Fisher is a graduate of The Second City, a training center for improvisation, writing and acting.

About Team San Jose

Team San Jose's mission is to ensure that San José's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts and the Convention & Visitors Bureau.

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau (SJCVB) mission is to enhance the image and economic well being of San José by marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a wide range of services to ensure a successful event and fun visit to San José. To receive a copy of the Bureau's Meeting Planning Guide or Official Visitors Guide, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

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