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*Media Advisory*

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## **SAN JOSE SHARKS TO ANNOUNCE DETAILS OF INTERNATIONAL EXPANSION IN ASIA**

**WHAT:** Silicon Valley Sports and Entertainment (SVSE), the management company of the San Jose Sharks, will announce an international expansion into Asia with the China Sharks. SVSE will also recognize the kick-off of the team's first full season of play in its new home city in China.

**WHO:** The following will be present at the event:

- San Jose Councilman Sam Liccardo, District 3
- Greg Jamison, president and CEO, San Jose Sharks and SVSE
- Charlie Faas, CFO, San Jose Sharks and SVSE
- Patricia Ernstrom, executive director, San Jose Sports Authority
- Jim Wunderman, president and CEO, Bay Area Council
- Kim Welsh, chief strategist, City of San Jose
- Chris Collins, general manager, China Sharks

**WHEN:** 1:30 p.m.  
September 17

**WHERE:** Stanley's Restaurant  
Sharks Ice at San Jose  
1500 South Tenth Street  
San Jose, Calif.

**BACKGROUND:**

In collaboration with the Chinese Government, the San Jose Sharks parent organization, Silicon Valley Sports & Entertainment (SVSE), has acquired the rights to professional ice hockey in China. The Chinese government has indicated they want to build a national presence in China to become competitive in the Asia League and worldwide hockey market. Over the next few years, SVSE will be working with the Chinese government and sponsors to develop the China Sharks team. It intends to build youth leagues and industrial leagues, and further develop other Chinese teams nationwide. The expansion of the San Jose Sharks brand is a way to extend a leading San Jose brand and expertise internationally.

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