

NEWS RELEASE
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**SAN JOSE COVENTION & VISITORS BUREAU APPOINTS SENIOR SALES MANAGER
FOR LOCAL CORPORATE, SOCIAL & CONSUMER MARKETS**



*Sharon de Araujo, the
SJCVB's new senior
sales manager for
local corporate,
catering and social
markets*

SAN JOSE, CA. -- January 8, 2007 — The San Jose Convention & Visitors Bureau (SJCVB) announced Sharon de Araujo as Senior Sales Manager for the local corporate, social and consumer show markets. With more than 16 years experience in food and beverage, catering and convention sales, Ms. de Araujo will serve as the key point of contact for meeting and event planners interested in booking local corporate meetings and events, social food and beverage functions such as weddings, reunions and fundraisers, as well as consumer shows held at the San Jose Convention & Cultural Facilities.

Ms. de Araujo joined the SJCVB from Centerplate, a provider of catering, concessions and facilities management services for entertainment and convention venues. As Centerplate's Food and Beverage Director, Ms. de Araujo established transition plans and administered the successful implementation of Centerplate's policies and procedures at convention facilities including San Jose, El Paso, Dallas, Ontario and Colorado Springs. She also oversaw the San Jose Convention & Cultural Facilities' banquet, retail and catering sales departments.

Prior to Centerplate, Ms. de Araujo served as Director of Sales and Catering for Aramark where she was responsible for all top line sales and revenues, as well as managed the social event market. Ms. de Araujo's hospitality career began with San Francisco's Sir Francis Drake Hotel, where she served as a Food and Beverage Assistant and later as a Convention Sales Manager.

"I am pleased to have Sharon join our team," said Diana Ponton, Vice President of Sales for the San Jose Convention & Visitors Bureau. "Her breadth of experience in operations and emphasis in food and beverage and client services make her the ideal person to lead our efforts in the marketplace. As Senior Sales Manager, Ms. de Araujo will also oversee the sales and marketing efforts for the theatres and concert venues managed by Team San Jose including the California Theatre, Civic Auditorium and Center for Performing Arts. This position requires someone who is hands-on and committed to providing best-in-class service. Her background compliments the fast-paced, short-term nature of San Jose's corporate and social market business."

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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