

NEWS RELEASE
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**SAN JOSE COVENTION & VISITORS BUREAU ANNOUNCES
NEW NATIONAL SALES MANAGER FOR CORPORATE MEETINGS & EVENTS**



*Kimberly Mladenik,
National Sales
Manager will oversee
the San Jose
Convention & Visitors
Bureau's corporate
market*

SAN JOSE, CA. -- January 3, 2007 — The San Jose Convention & Visitors Bureau (SJCVB) announced the appointment of Kimberly Mladenik as its new National Sales Manager. A seasoned professional with experience in corporate, government and association group sales, Ms. Mladenik will oversee the booking of corporate meetings and events based in the Western United States.

In addition to the Bay Area, Ms. Mladenik's territory also includes corporate companies based in Phoenix, Denver, Seattle, Portland and Southern California.

Prior to joining the SJCVB, Ms. Mladenik worked 15 years in hotels, most recently as a National Sales Manager for the Argent Hotel San Francisco where she managed corporate and association accounts.

Previous to that, she served as the Senior Sales Manager for the Doubletree Hotel in San Jose. In this capacity, Ms. Mladenik acquired the association group market and became actively involved with association groups such as the Religious Conference Management Association (RCMA) and Fraternity Executives Association (FEA). She was also recognized for developing an internal incentive program that fostered camaraderie within the group sales team.

A native of Greeley, Colorado, Ms. Mladenik's experience also includes serving as Director of Sales and Marketing for the Doubletree Hotel and Director of Sales for the Radisson Hotel, both in Denver, Colorado.

"Kimberly is well-respected and trusted in the hospitality industry," said Diana Ponton, Vice President of Sales for the San Jose Convention & Visitors Bureau. "Her commitment to client services and experience working in operations and sales in top-tier markets makes her a dynamic sales person. She is poised to spark San Jose's corporate business in the new year."

Ms. Mladenik is a member of the Northern California Chapter of Meeting Professionals International (MPI), Hospitality Sales and Marketing Association International (HSMIA) and San Jose's Hispanic Chamber of Commerce. She earned her B.S. in Electronics Engineering from the DeVry Institute of Technology in Chicago.

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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