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**SAN JOSE COVENTION & VISITORS BUREAU PROMOTES DIANA PONTON
TO VICE PRESIDENT OF SALES**



*Diana Ponton,
former Director
of Sales was
promoted to VP*

SAN JOSE, CA. -- January 3, 2007 — The San Jose Convention & Visitors Bureau (SJCVB) announced the promotion of Diana Ponton to Vice President of Sales. Ms. Ponton's promotion comes after serving five years as the SJCVB's director of sales, where under her leadership, her team was credited for achieving the SJCVB's highest sales numbers in six years. Additionally, Ms. Ponton played a vital role in the strategic development and execution of "Team San Jose," San Jose's one-stop model for operations, marketing and sales of San Jose's Convention & Cultural Facilities.

In her new role as vice president, Ms. Ponton will be responsible for all revenues generated at the San Jose Convention & Cultural Facilities, as well as oversee the development of new business initiatives to draw more convention and event business to San Jose.

Ms. Ponton, a native of Salinas, California, started her career in hospitality nearly 20 years ago as a sales manager for The Inn at Spanish Bay in Pebble Beach. Soon after, she made her way up to the big city of San Francisco where she took a position as the Fairmont San Francisco's Director of Travel Industry Sales.

Ms. Ponton's work in travel sales transitioned to gaming hotels when she moved to Lake Tahoe, Nevada, to work for Caesar's Hotel and Casino. In this capacity, Ms. Ponton was responsible for the Incentive and Association market, which accounted for 75 percent of the hotel's total group room nights and banquet revenues.

In 1998, Ms. Ponton became part of the pre-opening team to unveil Mandalay Bay Casino and Resort. As Senior National Sales Manager, she managed the resort's east coast corporate and pharmaceutical meetings business, and in 2000 and 2001, was recognized as Mandalay Bay Resort Group's top producing sales person.

"Diana is a great asset to the organization," said Daniel Fenton, president and CEO for the San Jose Convention & Visitors Bureau. "Not only is she successful in driving sales and motivating teams, but for the past several years, she has played a critical role in the strategic planning of Bureau initiatives and the development of Team San Jose. Her promotion was well deserved. I look forward to seeing her accomplish much more in the years to come."

Ms. Ponton is a member of Meeting Professionals International (MPI), American Society of Association Executives (ASAE), Professional Convention Management Association (PCMA), International Association for Exhibition Management (IAEM), Destination Management Association International (DMAI) and Hospitality Sales and Marketing Association International (HSMIAI).

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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