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## **FORMER DIRECTOR OF WNBA TEAM BUSINESS DEVELOPMENT LINDSAY AMSTUTZ JOINS THE SPARKS AS VICE PRESIDENT & CHIEF MARKETING OFFICER**

**LOS ANGELES** – The Los Angeles Sparks have hired Lindsay Amstutz as Vice President and Chief Marketing Officer, it was announced today.

Amstutz has spent the last two years as the Director of Team Business Development with the WNBA. As Vice President and Chief Marketing Officer, she will be responsible for the management of the marketing, game operations, public relations and community relations departments as well as developing and implementing innovative sales plans and recruiting new sponsors.

"Lindsay is a talented, dynamic professional who will challenge and drive our team to continue to innovate and improve our business," said Sparks President Kristin Bernert. "While she has already worked closely with us, we are thrilled that she will be an official member of the Sparks."

In her role with the Team Marketing & Business Operations group of the NBA, she worked as a consultant and advisor to teams in the WNBA to advance all aspects of the business, with an emphasis on ticket sales and sponsorship. Prior to joining the WNBA league office, she was an entertainment transactional associate for O'Melveny & Myers LLP.

"As a Los Angeles native, it is wonderful to have an opportunity to work for my hometown team," said Amstutz. "But when that hometown team also happens to be the Los Angeles Sparks -- a team that has an unparalleled commitment to making an impact both on the court and in the community -- it is truly an honor to join the Sparks family."

The Chatsworth, CA native has also worked in the athletic marketing departments for both Santa Clara and Stanford University, and worked for the NCAA and USOC during law school. Amstutz also serves as President of Get in the Game: Sports for Women, a non-profit focused on encouraging physical activity, networking, and charitable giving, among professional women.

### **About the Los Angeles Sparks**

The Los Angeles Sparks are entering their 14th season in the Women's National Basketball Association. The Sparks are one of the five original teams still operating in the WNBA. In December 2006, the Sparks were purchased by a group of investors, led by Carla Christofferson and Kathy Goodman and they are one of six WNBA teams owned and operated independent of NBA teams. The Sparks back-to-back WNBA Championships came in 2001 & 2002. The team's roster of star athletes is led by four Olympians including 2008 WNBA MVP & Rookie of the Year and Olympic Gold Medalist Candace Parker, All-Star and two-time Olympic Gold Medalist DeLisha Milton-Jones, four-time WNBA Champion and two-time Olympic Gold Medalist Tina Thompson and 2008 Olympic Silver Medalist Kristi Harrower. The Sparks play their home games at STAPLES Center in the heart of downtown Los Angeles. For Sparks' ticket information, call 1-877-44-SPARKS