



PRESS RELEASE

Shannon Reynolds Named WBCA Chief Operating Officer

Atlanta, Ga. (April 1, 2005) -- The Women's Basketball Coaches Association (WBCA) CEO Beth Bass has announced today the appointment of Shannon Reynolds to Chief Operating Officer. Reynolds becomes the first-ever COO of the WBCA.

Shannon Reynolds joined the WBCA staff in October 1997 when she became the association's first-ever Director of Events, and was promoted to Senior Director of Events and External Affairs in 2000. As COO, she will manage the daily operations of the office, and will continue to oversee the direction of the Events Department including the National Convention, WBCA All-Star Challenge, WBCA High School All-America Game and pre-season certified events. In addition to her event responsibilities, Reynolds serves as a liaison for the association with its affiliated organizations and spearheads NCAA legislative issues for all divisions.

CEO Beth Bass stated, "Shannon has been my right hand and chief of staff for sometime. Her promotion to COO is the public recognition for the outstanding job she does for this association."

Prior to joining the WBCA, Reynolds served as Director of Athletic Development and Head Women's Volleyball Coach at Florida Atlantic University. She was responsible for founding the 15,000-student university's volleyball program and originating an aggressive fundraising and public relations program for the athletic department.