



PRESS RELEASE

## Women's Basketball Coaches Association Signs Agreement with IMG Associations

ATLANTA, Ga. (October 2, 2009) -- The Women's Basketball Coaches Association (WBCA) has signed a three-year service agreement with IMG Associations, the association management division of IMG. Through this agreement, IMG will provide WBCA with technical project management and ongoing support for the WBCA's new website, membership database and innovative online resources, set to launch in early 2010.

"We are delighted to welcome the Women's Basketball Coaches Association to the IMG family of association partners," said DeLaine Bender, vice president of client success, IMG Associations. "The WBCA is an outstanding organization, and we are honored they have chosen to partner with IMG. We are confident that our in-house technology expertise and association management experience, combined with IMG's leadership in the world of sports, will create great value for WBCA members."

Founded in 1981, the WBCA is widely respected as the key resource for coaches of women's basketball at all levels and those who support the sport. The WBCA, which has more than 4,000 members, serves as an educational, legislative and news resource for the women's basketball community through the website, various publications and social media forums. The organization hosts the WBCA National Convention each year in conjunction with the NCAA® Women's Final Four®, which provides further networking and educational opportunities to its members.

"After completing an extensive survey of our membership, the WBCA is undergoing several new and exciting changes to better service the needs of our members," said Beth Bass, WBCA chief executive officer. "During these tough economic times, the WBCA has decided to respond and not retreat, and has made a commitment to fulfilling the needs of our members. With the assistance of IMG Associations, we know that the new [wbca.org](http://www.wbca.org) will become a portal of information, resources and connectivity for the women's basketball community. We look forward to partnering with IMG, and feel they are the perfect fit given their technological abilities and experience in supporting a wide range of associations."

### About IMG Associations

IMG Associations is a professional association management company and a leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world's premier sports, entertainment and media company, and an active member of the Association Management Company Institute and the American Society of Association Executives. For more information on IMG

Associations, visit <http://www.imgassociations.com>.