



For Immediate Release

Jim Ure Company to Manage Connor Sport Court Marketing Communications

Salt Lake City, Utah (Dec. 4, 2007)--Connor Sport Court has selected Jim Ure Company Marketing, a Salt Lake City marketing, advertising and public relations firm, to manage its marketing communications.

The company will provide various marketing services, from research and copywriting to graphic design, publicity placement and media buying.

Lee Morin, marketing vice president of Connor Sport Court, has stepped down under a restructuring of the marketing program.

Jim Ure will work with Connor Sport Court to create and execute new marketing strategies designed to enhance branding and build sales, announced Ron Cerny, President of Connor Sport Court.

"Connor Sport Court has great potential for growth," said Jim Ure, who founded his own company more than 25 years ago. "They have a strong and optimistic management team with a great sense of direction. I'm pleased to be part of it," he added.

"We will soon unveil an exciting new unique selling proposition that managers have been developing," said Ure. "Graphic design on this is already underway."

"Recognizing that Connor Sport Court has products which are sold in different ways to different consumer groups, we will work with managers to create specialized programs that spotlight our various product advantages".

Jim Ure's history includes a stint as a copy supervisor with Procter and Gamble in Cincinnati, Ohio and New York City. He was also the executive director of the Sundance Film Festival. After moving into a private marketing, advertising and public relations practice, he has worked with clients that have included the National YMCA, Ski Utah, Mount Olympus Waters, Inc., The Utah Wool Growers Assn., American Air Lines, Envirocare of Utah and Snow Lion Expeditions.

Ure is the author of three books and is a graduate of the University of Utah.

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