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CONTACT: Christine Baum A Ilie Mayer
ESPN Zone For mula
Christine.Baum@disney.com Mayer@formulapr.com

CAN YOU SPELL K-R-Z-Y-Z-E-W-S-K-I? ESPN ZONE HOSTS SECOND ANNUAL SPORTS SPELLING BEE COMPETITION

Sports Fans Vie for Title of Sports Spelling Bee Champ at ESPN Zone Locations

BURBANK, Calif. (May 2009) – Timed with the 82nd Annual Scripps National Spelling Bee, sports dining and entertainment mecca, ESPN Zone, will pay tribute to sports fans with spelling prowess on Thursday, May 28 as it hosts its second annual Sports Spelling Bee competition at locations across the country.

Competitors will go head-to-head at ESPN Zone locations to prove their sports spelling acumen before the finals of the Scripps Bee, held across the street from ESPN Zone's Washington, D.C. location.

"You see their names on the backs of jerseys every day, but if it came down to it, could you really spell *Roethlisberger*?" said Christine Baum, director of marketing and sales for ESPN Zone. "We want to find out who the *real* sports fans are out there, and figure there's no better place to do so than ESPN Zone."

Each ESPN Zone location will accept up to 50 Sports Spelling Bee competitors for the single-elimination event. Spellers 18 and over will attempt to spell the last names of local and national athletes and coaches until there is one champion speller left standing in each location. Competitors will have 30 seconds to correctly spell the given name. Each round will become increasingly more difficult. Contestants are allowed to ask what team the athlete/coach is associated with, as well as one repeat of the name.

To enter ESPN Zone's Sports Spelling Bee competition, hopefuls are asked to send an e-mail to SportsSpellingBee@espnzone.com and include their name, address, phone number, birth year and the ESPN Zone location at which they'd like to participate. Participants may also register in-person by visiting the retail store at their local ESPN Zone location. Walk-up participants may be accepted on event day, if space is available. For complete details sports fans can visit espnzone.com/SportsSpellingBee.

The 2009 "Sports Spelling Bee" champ at each ESPN Zone location will walk away with a prize package including a VIP party at ESPN Zone, an ESPN Sports Almanac and the coveted "Sports Spelling Bee" trophy. Second and third place finishers will receive various prizes specific to each ESPN Zone location, including autographed Easton hockey sticks, Rawlings wood bats, V-MODA headphones, and ESPN Zone gift cards, among other sports-related gear. .

To receive more information or schedule an interview with an ESPN Zone representative, contact Formula at (310) 578-7050 or via e-mail at mayer@formulapr.com.

About ESPN Zone

For sports lovers of all types and ages ESPN Zone is an all-encompassing sports dining and entertainment mecca where guests are immersed in an ESPN experience. The concept is built on the broad appeal of ESPN and its affiliated brands. ESPN Zone offers the ultimate viewing experience on more than 100 monitors, including a high-definition big screen. In addition to expertly-prepared American grill food and top-notch service, Guests of ESPN Zone can enjoy more than 7,000 square feet of interactive games and attractions. ESPN Zone currently has nine ESPN Zone locations in Anaheim, Baltimore, Chicago, Denver, Las Vegas, Los Angeles, New York City, and Washington, D.C.

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