



FOR IMMEDIATE RELEASE

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

BURBANK, Calif. (May 17, 2010) – Timed with the 83rd Annual Scripps National Spelling Bee, sports dining and entertainment mecca, ESPN Zone will host the third annual Sports Spelling Bee on Thursday , June 3, 2010. At this event, participants will compete at ESPN Zone locations in Anaheim, Baltimore, Chicago, Las Vegas and New York to prove their sports spelling knowledge before the finals of the Scripps Bee happening later that week.

Participating ESPN Zone locations will accept up to 50 Sports Spelling Bee competitors for the single-elimination event. Spellers who are 18 years of age and over will attempt to spell the 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. Contestants are allowed to ask what team the athlete/coach is associated with, as well as one repeat of the name.

“This annual event highlights the rare combination of academic acumen and sports fanaticism,” said Christine Baum, national director of marketing, sales and communications for ESPN Zone. “Fans see these names all the time but trying to spell Ndamukong Suh, the No. 2 NFL draft pick for the Detroit Lions, from memory is challenging. Each year we are pleasantly surprised by the skills of ESPN Zone fans.”

To enter ESPN Zone’s Sports Spelling Bee competition, hopefuls should 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 2010 “Sports Spelling Bee” champ at each ESPN Zone location will walk away with a city-specific prize package with more than \$500 including gift certificates and game cards for use at their local ESPN Zone.

To receive more information or schedule an interview with an ESPN Zone representative, contact Formula at (310) 578-7050 or via e-mail at kirsch@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 150 monitors, including a high-definition big screen. In addition to delicious American Grill Food and top-notch service, guests at each ESPN Zone location can enjoy more than 10,000 square feet of interactive games and attractions. The ESPN Zone concept currently has seven locations in Anaheim, Baltimore, Chicago, Las Vegas, Los Angeles, New York City, and Washington, D.C.

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