



# NEWS RELEASE

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## HEAT SIGNS ASSIST-CARD AS PRESENTING SPONSOR OF THE 2009-10 SEASON

*ASSIST-CARD Becomes The First Presenting Sponsor in Team History ▪  
Press Conference Will Be Held Thursday at 9 a.m.*

**MIAMI, FL** – The Miami HEAT announced today that they have entered into a multi-year partnership with ASSIST-CARD, a travelers’ insurance company that offers extensive assistance for international travel. The major component of its sponsorship of the HEAT introduces ASSIST-CARD as the presenting sponsor for the 2009-10 HEAT season—the first time in franchise history that the team has had a presenting sponsor for a pre-season and regular season. The presenting sponsorship marks the launch of ASSIST-CARD’s efforts to expand its operations in North America.

HEAT President of Basketball Operations **Pat Riley**, HEAT President of Business Operations **Eric Woolworth**, and ASSIST-CARD President **Keith St. Clair** will be announcing the partnership **Thursday, October 1 at 9:00 a.m.** in the Media Interview Room at the AmericanAirlines Arena.

ASSIST-CARD has been in business for over 35 years servicing both business and leisure travelers by providing a variety of insurance coverage including everything from medical assistance to reimbursement of lost luggage to help in the event of stolen passports. The company is the largest travelers assistance network in the world with operations in 108 countries and a current membership exceeding 7.2 million. ASSIST-CARD provides basic insurance for travelers starting as low as \$25, making it affordable for all types of consumers.

“Many of us know that unforeseen glitches can ruin travel plans and that’s where ASSIST-CARD steps in,” said Eric Woolworth, President of HEAT Group Business Operations. “Whether traveling 200 or 2,000 miles, ASSIST-CARD offers peace of mind and we’re delighted to introduce HEAT fans to such a valuable service from such an exceptional company.”

“Our sponsorship marks the launch of ASSIST-CARD’s unparalleled travelers’ insurance and assistance throughout our North American market.” Keith St. Clair, President of ASSIST-CARD said. “This is the first time in franchise history that the HEAT has a presenting sponsor for a pre-season and regular season, and we are honored to support them.”

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For the 2009-10 season, ASSIST-CARD's title sponsorship will be integrated into all HEAT promotional materials including collateral and marketing materials such as game tickets and season tickets, street banners and pocket schedules, all media relations correspondence, and all advertising mediums including print, television, outdoor and online. In addition, ASSIST-CARD will receive more traditional forms of in-arena exposure including in-game promotions, game day program ads, courtside rotational signage, LED recognition, exposure on MiamiMediaMesh, among others.

#### **About ASSIST-CARD**

ASSIST-CARD delivers around-the-clock emergency assistance to travelers in all situations, under any conditions, anywhere and at any time. At ASSIST-CARD, "twenty-four seven" isn't a catch phrase: it's a solemn pledge, and one proudly honored for more than three decades. It's no coincidence that ASSIST-CARD was founded in Switzerland—the land that brought you the Saint Bernard rescue dog and the Swiss Army knife. ASSIST-CARD was founded in Geneva more than thirty-five years ago, and since then the company has had a lot of practice getting it right. ASSIST-CARD is proud of the reputation for excellence and dependability that they've earned over the years. And it's that reputation that has permitted them to expand into a worldwide operation. ASSIST-CARD has fine-tuned their rapid-response network to make certain that its members receive the fastest and most professional assistance available. Visit [www.ASSIST-CARDUSA.com](http://www.ASSIST-CARDUSA.com) for more information.

#### **About The HEAT Group**

The HEAT Group encompasses the 2006 NBA Champion Miami HEAT, one of the premier franchises in the NBA, the AmericanAirlines Arena and the Waterfront Theater at the AmericanAirlines Arena. AmericanAirlines Arena is South Florida's ultimate sports and entertainment showplace. The HEAT Group is recognized as an innovative industry leader for its sales, marketing, guest service and community involvement. For more information, please visit HEAT.com and AAArena.com.

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