**NEWS RELEASE**

**Indiana University Southeast**

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FOR IMMEDIATE RELEASE:

**Priceline.com founder Jeff Hoffman to speak at IU Southeast**

NEW ALBANY, IN (Jan. 27, 2013) – The man behind Priceline.com will reveal his start-up secrets at the fifth annual Sanders Speaker Series at Indiana University Southeast.

Jeff Hoffman, renowned businessman and founder and former CEO of Priceline, will be the keynote speaker for the series at 7 p.m., Feb. 19, at the Paul W. Ogle Cultural and Community Center at IU Southeast.

A self-described serial entrepreneur and internationally recognized innovator, Hoffman has founded and led several technology companies including Priceline.com, uBid.com, and ColorJar.

**What:** Sanders Speaker Series featuring Jeff Hoffman

**When:** 7 p.m., Wednesday, Feb. 19, 2014

**Where:** Stem Concert Hall, Paul. W. Ogle Cultural and Community Center at IU Southeast

**Hoffman is a** columnist for Inc. Magazine, and collaborates with the White House, the Executive Office of the President, and the US State Department to support business and economic growth initiatives.

He has received numerous honors for his work in innovation and entrepreneurship including the Lifetime Achievement Award from the Collegiate Entrepreneurship Organization, induction into the Hall of Fame of the National CEO Council, and the 2012 Champion of Entrepreneurship Award from Rising Tide Capital and JP Morgan Chase. **He also** has been named one of the 25 Most Influential Executives in Travel and Tourism Worldwide.

After founding Priceline, Hoffman switched gears into the world of entertainment. As the Chairman and CEO of Black Sky Entertainment he produced independent movies such as the horror flick “Cabin Fever,” and worked with musical acts including Elton John, Britney Spears, \*NSYNC, Boyz II Men, Ashanti, Fat Joe, Cash Money Millionaires and more.

Hoffman also spends a significant amount of time with entrepreneurs at the college level. He has served as a mentor in Stanford University’s Venture Lab, an Entrepreneur-in-Residence at Georgia Tech and Rollins College, and has judged business plan competitions at MIT, the University of Chicago’s Booth School of Business, Pepperdine University, and the University of Illinois at Chicago. He also advised the entrepreneurship programs at Kent State University.

The Sanders Speaker Series at IU Southeast is named after Judge Carlton and Sue Sanders, whose generous donation established the Sanders Speaker Series Endowment in 2008. The couple’s goal for the series is to bring high-profile speakers to the University to speak to the community about business, the economy and other hot-button topics.

Admission is complimentary for the Feb. 19 event, but tickets are required. Two tickets per person can be reserved on a first-come, first-served basis by calling the Ogle Center Box Office at (812) 941-2525.

Reserved tickets will be available for pick-up at the box office starting at 10 a.m. the day of the event. Those reserved tickets that are not picked up will be released to the general public 15 minutes before the start of the event.

*Please note that arrangements for the appearance of Jeff Hoffman made through Executive Speakers Bureau.*

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**About IU Southeast:** IU Southeast is one of eight campuses of Indiana University. Offering more than 50 degree programs and concentrations, the scenic 180-acre campus is located less than 15 minutes from downtown Louisville, Kentucky. It currently has an enrollment of more than 6,700 students and employs more than 400 faculty members. About 400 students now live on campus in five fully furnished, lodge-style residence halls. IU Southeast is the most affordable four-year university in the region and offers significant financial aid to a majority of students. For more information, visit [www.ius.edu](http://www.ius.edu/). IU Southeast is a tobacco-free campus.