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The Sohn Conference Foundation and CNBC Strike Groundbreaking Global Partnership for Renowned Sohn Investment Conferences

New York, NY – March 9, 2016 – The Sohn Conference Foundation and CNBC, First in Business Worldwide, today announced a powerful collaboration to present the Sohn Investment Conferences, kicking off with the 21st Annual Sohn Investment Conference and Next Wave Sohn on May 4, 2016 in New York City. By combining the resources of two internationally celebrated organizations, this partnership will help to advance the Foundation’s mission to treat and cure pediatric cancer and other childhood diseases.

“CNBC’s international influence will be invaluable to supporting The Sohn Conference Foundation’s continued global expansion,” said Douglas Hirsch, co-chair of The Sohn Conference Foundation. “Working with CNBC presents an exciting opportunity to take our world-class conferences to the next level and we are confident that they will provide an unsurpassed experience to conference attendees.”

Over the past 21 years, the Sohn Investment Conferences have established a reputation as premier investor events, convening the global finance community for a day of fresh market insights provided by industry leaders. Building on the successes of previous conferences, this partnership with CNBC will enrich the conference experience while supporting the Foundation’s global efforts.

“The Sohn Investment Conferences attract the brightest minds in finance and the presentations consistently make news and move markets. We are privileged to partner with such a distinguished organization, while providing our audience around the world with exclusive coverage from these conferences,” said Nikhil Deogun, senior vice president and editor-in-chief of CNBC Business News. “We look forward to combining our expertise in events with The Sohn Conference Foundation’s extraordinary ability to attract great speakers to raise funds for such a worthy cause.”

The partnership will begin with the flagship Sohn Investment Conference in New York. More exciting details about the New York conference, including the highly-anticipated speaker lineup, will be announced in the coming months.

For more information and to register for the Sohn Investment Conference in New York, visit www.SohnConference.org.

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ABOUT THE SOHN CONFERENCE FOUNDATION

The Sohn Conference Foundation is dedicated to the treatment and cure of pediatric cancer and other childhood diseases. The Foundation supports cutting-edge medical research, state-of-the-art research equipment, and innovative programs to ensure that children with cancer survive and thrive. The

Foundation raises its funds through premier investment conferences and special events, including its renowned annual New York Sohn Investment Conference.

Founded in 1995, the Conference honors the memory of Ira Sohn, a successful trader on Wall Street who lost his battle with cancer at age 29. The Foundation has expanded its reach to include the Sohn London Conference, Sohn San Francisco Conference, Sohn Canada Conference, Sohn Hong Kong Conference, and Sohn Tel Aviv Conference. To date, the Foundation has raised \$65 million. More information on the Sohn Conference Foundation can be found here: www.sohnconference.org.

ABOUT CNBC

With CNBC in the U.S., CNBC in Asia Pacific, CNBC in Europe, Middle East and Africa, CNBC World and CNBC HD , CNBC is the recognized world leader in business news and provides real-time financial market coverage and business information to approximately 386 million homes worldwide, including 97 million households in the United States and Canada. CNBC also provides daily business updates to 400 million households across China. The network's 15 live hours a day of business programming in North America (weekdays from 4:00 a.m. - 7:00 p.m. ET) is produced at CNBC's global headquarters in Englewood Cliffs, N.J., and includes reports from CNBC News bureaus worldwide. CNBC at night features a mix of new reality programming, CNBC's highly successful series produced exclusively for CNBC and a number of distinctive in-house documentaries.

CNBC also has a vast portfolio of digital products which deliver real-time financial market news and information across a variety of platforms including: CNBC.com; CNBC PRO, the premium, integrated desktop/mobile service that provides live access to CNBC programming, exclusive video content and global market data and analysis; a suite of CNBC mobile products including the CNBC Apps for iOS, Android and Windows devices; and additional products such as the CNBC App for the Apple Watch and Apple TV.

Members of the media can receive more information about CNBC and its programming on the NBC Universal Media Village Web site at <http://www.nbcumv.com/programming/cnbc>.

CNBC is a division of NBCUniversal, one of the world's leading media and entertainment companies. For more corporate information, visit www.nbcuniversal.com.