

Question: What Do You Get When You Combine Two Established Marketing Agencies and One Former NFL Star???

Answer: Texas' Newest and Hottest Talent Representation Firm

DALLAS (September 12, 2007)- Elizabeth Bashara (President of Bashara Concepts) and Ladd Biro (President of Champion Management) have joined forces, in cooperation with Broderick Thomas (former NFL linebacker), to establish a powerful new talent management alliance to serve some of the biggest names in sports and entertainment.

Each agency will continue to operate independently on behalf of their existing client base, while collaborating on those clients represented by The Alliance, making them a powerful force in the industry. The Alliance will combine their talents to generate endorsement deals for shared clients, partner those clients with selected corporations seeking long-term relationships and marketing enhancement and create and produce unique events tailored to their clients' interests while partnering with major media networks for maximum success and exposure.

In addition to serving their high-profile clients, The Alliance will work with client companies to create innovative marketing programs and with non-profits to produce celebrity-driven, one-of-a-kind fundraising events.

The first athletes to be served by The Alliance include:

- **Deion Sanders – Former NFL and Major League Baseball All-Pro**

The only athlete to play in both a World Series and Super Bowl, Deion “Prime Time” Sanders is one of the most popular, flamboyant and exciting athletes of his generation. The two-time Super Bowl champion and 7-time All-Pro cornerback for the Falcons, Cowboys and 49ers also led the majors in triples with the Braves in 1992 and hit .533 in the World Series that year. Deion is now a critically acclaimed studio commentator for the NFL Network. A reality-based television show, “Prime-Time Love” following the saga of Deion, his wife and his 5 children is expected to air in February 2008 on Oxygen.

- **Mike Singletary – NFL Hall of Famer and NFL Assistant Head Coach**

The Chicago Bears' second-round draft pick in 1981 went on to become one of the greatest linebackers the game has ever seen. Singletary was named an All-Pro eight

times, All-NFC in nine consecutive years and selected for 10 consecutive Pro Bowls. He was Defensive Player of the Year in 1985 and 1988, and was elected to the Pro Football Hall of Fame in 1998. Singletary is widely considered to be on the “short list” for future NFL head coaching vacancies after his successful stints as an assistant coach, including his current role as Assistant Head Coach of the San Francisco 49ers.

Both principal marketing executives are familiar with pitching and negotiating multi-year, multi-million-dollar deals. Bashara and Biro have a long history of negotiating major contracts for and with several *Fortune* 500 companies, leagues and events, including the NFL, NBA, NYC Marathon, U.S. Open, NHRA, National Olympic Festival, World Cup, America’s Cup, U.S. Ski Team, NBC, ESPN, FOX, American Airlines, Coca-Cola, SkyTel, MCI, Rockstar Energy Drink, Torco Race Fuels and Aaron Rents.

Bashara and Biro believe what makes their alliance uniquely capable of representing the biggest names in sports and entertainment are 3 Distinct Success Factors:

- Their trusted personal and professional relationships with many of the world’s greatest athletes;
- Countless long-standing relationships with key corporate decision-makers in the U.S. and around the globe; and,
- A well-deserved reputation for creativity, integrity and the ability to “Think Big.”

Their creativity has resulted in national awards for their work, including a 2006 national award for Creating and Producing the “Best Entertainment Production” of the year and a Silver Anvil Award from the Public Relations Society of America. “We understand the unique talents of our clients and the strategic interests of Corporate America, and pride ourselves in successfully merging the two through innovative consumer, media-friendly and B2B programming,” says Bashara.

“Separately, each of our agencies has much to offer our respective clients,” said Biro. “Together, there is no limit to what we can accomplish.”

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