

IEG Adds Industry Veterans Yowell, Hirsh To Business Development Team

Duo to work with clients on taking sponsorship activities to the next level

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Chicago, Ill. – IEG, LLC—the leading source of sponsorship consulting, valuation, training, research and information—has hired two experienced sales executives to expand the company's ability to bring its unparalleled advice and counsel to a wide array of sponsors, properties and agencies.

Rob Yowell and Bill Hirsh have joined IEG effective immediately. Both have the title senior vice president, business development.

“We are extremely fortunate to have two such knowledgeable and dynamic sponsorship pros as Rob and Bill join our team,” said IEG CEO Laren Ukman. “The experience and skills they bring will be a tremendous asset not only to IEG, but to the clients for whom they will help craft cutting-edge solutions.”

Yowell and Hirsh will work with sponsors, properties and agencies to find the answers to their sponsorship challenges from among IEG's wide array of solutions, which range from Advisory and Return on Investment Services to Valuation, Custom Research, Training and other offerings.

Rob Yowell

Yowell, who will be based in Phoenix, joins IEG from The Bonham Group, where he was vice president of sponsorship sales, directing and managing all sponsorship sales campaigns for venue naming rights and property entitlement partnerships.

Among his recent accomplishments were the successful sales and negotiations of naming rights agreements for Anaheim's Honda Center (home of the NHL Ducks) and Oakland, Calif.'s Oracle Arena (home of the NBA Golden State Warriors).

Prior to Bonham, Yowell was vice president of sales & new business development for sponsorship agency Envision, where he directed a national sales force of 20 focused on team sponsorship, broadcast rights and venue naming rights deals.

Following Envision's merger with Anschutz Entertainment Group, Yowell became president/managing partner of Gemini Sports Group, which handled sponsorship and brand consulting projects for non-AEG-owned clients, including the University of



Southern California, Knockout Sports Network, Fotoball USA and many others.

Yowell's previous experience includes five years as a senior sponsorship sales executive for Streetball Partners Int'l.

Bill Hirsh

Hirsh, who will be based in New York City, comes to IEG after nine years at Madison Square Garden/Radio City Entertainment, where he most recently served as director, national sales/media and marketing partnerships.

At MSG, he was responsible for a New York-based sales force and six regional offices charged with selling multimillion-dollar integrated partnerships that included TV, radio, Internet and on-site sponsorship for all of the company's owned and represented sports and entertainment properties, including the NBA New York Knicks, NHL New York Rangers, Islanders and New Jersey Devils, MSG Network, Fox Sports Net, Radio City Music Hall and others.

Among the recent high-profile partnerships Hirsh closed: General Motors' multimillion-dollar deal that included entitlement of MSG Network's flagship MSG, NY program; Verizon Wireless' official sponsorship of the Knicks; and Cadillac's title of a Radio City concert series and official vehicle status of the venue.

Prior to MSG, Hirsh was director of corporate marketing for the FIFA Women's World Cup soccer tournament, as well as director of corporate sponsorships and promotion for the NHL Los Angeles Kings.

About IEG, LLC

IEG is the world's leading provider of independent consulting, valuation, training, research and analysis on sponsorship. Founded in 1981, IEG provides corporations and properties with the strategies and tools to harness the sales and marketing power of sports, arts, entertainment and cause marketing.

IEG offers services that include sponsorship consulting, competitive intelligence and valuation. IEG also publishes *IEG Sponsorship Report*, the international biweekly newsletter on sponsorship; the *IEG Sponsorship Sourcebook*, the definitive guide to sponsors, properties and agencies; and other industry publications and sources.

IEG also is the leader in sponsorship training. Its internationally renowned Sponsorship Conference, now in its 24th year, attracts a capacity crowd of delegates each year. Through its conferences, seminars and webinars, IEG has trained more than 45,000 sponsorship executives worldwide.

For more information about IEG and the sponsorship industry, please visit www.sponsorship.com or call 800/834-4850 (outside the U.S. and Canada, 312/944-1727).

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