

**For Immediate Release – December 3, 2014**

## **NBA Hall of Famer, Entrepreneur Julius “Dr. J” Erving Joins Anthem Media Group as Investor and Brand Ambassador**

**Sports Legend, Accomplished Businessman to assist in execution of Anthem’s Growth  
Strategy – role will involve all Media Assets Including FNSTY Sports Network and  
Rotoexperts.com**

**New York** – Anthem Media Group Inc. announced today a partnership with NBA Hall of Famer and successful entrepreneur Julius “Dr. J” Erving, who joins the company as a shareholder and brand ambassador.

Erving’s Dr. J Enterprises and his team will work with all of Anthem’s assets, including FNSTY Sports Network and RotoExperts.com, to provide both strategic and operational support to increase distribution and awareness, while building strategic partnerships with leagues, advertisers, marketing partners and publishers.

“As we continue to grow, we’re proud to welcome such a renowned and respected member of the sports and business world to our team,” said Leonard Asper, CEO of Anthem Media Group Inc. “Julius’ work as a player and goodwill ambassador for basketball are well documented, but his work helping identify and grow emerging businesses is just as impressive, and we think his level of expertise on both fronts will be invaluable.”

“I am looking forward to helping Anthem grow its media brands,” said Mr. Erving. “Fantasy sports has become so mainstream and such a regular part of the daily conversation that I believe we can have tremendous success expanding the network. In addition, the growing interest in combat sports from boxing to mixed martial arts augurs well for the success of Fight Network.”

“We are thrilled to be working with Mr. Erving and his team on building out the FNSTY Sports Network and all of the Anthem properties,” said Louis Maione, Chief Strategy Officer for FNSTY Sports Network. “This will allow us to build meaningful partnerships across a wide spectrum of the media and sports industries.”

Barry Bookhard, COO of Dr. J Enterprises, also said: “For over 40 years , we have built a vast array of relationships with sports leagues, major brands and traditional and new media companies all of which we are excited to leverage to help make this partnership a great success.”

Widely regarded as one of the most spectacular basketball players ever, Erving won three championships, four MVP awards and three scoring titles. He’s also well-known for slam dunking from the free throw line in Slam Dunk contests. He was named to the NBA’s 50th Anniversary All-Time team and inducted into the Basketball Hall of Fame in 1993. His ability on the court was matched with his

skills as a spokesman and negotiator when he helped legitimize the now-defunct American Basketball Association (ABA) and its subsequent merger with the National Basketball Association (NBA) after the 1976 season.

FNTSY Sports Network launched in March 2014 and is the world's first-ever television network specifically targeted 24/7 towards the more than 40 million people who play fantasy sports annually and on a daily basis. It includes live studio programming, call-in shows, panels, celebrity and expert drafts, reality programming and on-site commentary from sports venues, as well as short-form programming from the experts around the country.

#### **About Anthem Media Group Inc.**

Anthem Media Group Inc. is a global leader in operating targeted specialty television channels on linear, digital and mobile platforms with offices and studios in New York, Toronto and Los Angeles. In addition to FNTSYSports Network, Anthem's portfolio includes RotoExperts.com, a leader in fantasy sports content, Fight Network, the world's premier combat sports channel now broadcasting in the U.S., Canada and over 30 other countries, as well as significant ownership interest in Pursuit Channel, one of the top outdoor channels in the U.S. available in over 40 million homes. Anthem also owns SportsGrid.com, a leader in general sports entertainment commentary.

#### **About Dr. J Enterprises:**

Dr. J Enterprises is engaged in the ownership, business development, commercial utilization, merchandising, television, film, video, Internet and philanthropic involvement of the Julius Erving brand. Dating back to 1979, Erving's past affiliations have generated close to \$2.5 billion in revenues and brand value for high-profile clientele.

#### **For More Information Contact:**

##### **Anthem Media Group**

Joe [Favorito/Fatherknickerbocker1@yahoo.com](mailto:Favorito/Fatherknickerbocker1@yahoo.com)

917-566-8345