



PRESS RELEASE
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Contact: Lois Whitman
HWH PR/Social Media
(917) 822-2591
loisw@hwhpr.com

New Agency Puts Marketing Back Into Sports Marketing

*-- "Supergroup" Partnership Source1 Sports Offers A One-Stop Solution
For Fully Integrated Sports-Focused Marketing and Creative Services --*

NEW YORK, NY – The world of sports marketing just got a new most valuable player, one with decades of all-star experience and hall of fame credentials. The game changer is called **Source1 Sports**, and sports marketing as we know it will never be the same.

The newly-created agency has been formed by four leading sports marketing veterans with C-Suite experience, perspective and relationships, and in partnership with Source Communications, a 28-year-old creative shop with 60 employees and clients that include Wise, Amtrak, Sony, Hewlett-Packard and franchise groups representing 3,000 Subway restaurants in the East and Midwest. Source1 Sports offers the industry's first fully integrated approach to sports marketing, including the vital creative capabilities and resources needed to reach all consumer touch points.

“There's never been a brand resource like Source1 Sports before,” says Larry Rothstein, a 30 year advertising veteran and now CEO/Managing Partner of Source1Sports. “We take the client beyond the venues themselves -- the traditional beginning and end of sports promotions -- into a fully integrated and customized environment of creative and strategic

services that promotes their brand throughout all the needed avenues; on the field, off the field, on-air, on-line, in-store and in-home.

"Source1 Sports puts the client back in control of their sports marketing outreach," says COO and Managing Partner Barry Bluestein. At Source1 Sports, our clients get decades of C-Level sports marketing experience at their side, with an unbiased, agnostic, 360 degree perspective that's specifically tailored toward their own individual brand image and objectives, and reflected in the creative product. Source1 Sports will deliver through its sister company, Source Communications, sports themed creative that works to capture the fan's imagination, and drive fan to fan social media buzz.

Joining Rothstein and Bluestein in the formation of Source1 Sports are Managing Partners Ben La Marca and Ray Katz, each with decades of experience from the worlds of advertising, corporate strategy, sports media and sports sponsorship. LaMarca is a former President and CEO of Kyocera Electronics and has been Group VP, Marketing for Olympus America and VP at Kodak's consumer, professional and entertainment divisions. Most recently he served as CRO to the leader in real-time sports content aggregation, FanFeedr. Katz has held managing director and CMO posts with Optimum Sports and the Football Network, along with senior marketing and sales roles at NFL, Madison Square Garden Corporation and American Express. All four partners are as passionate about sports as they are about their client's success.

Source1 Sports is the first agency that lets clients go beyond "buying around the scores" and other stale hallmarks of conventional sports marketing. Uniquely, the agency offers both strategic direction and a full suite of creative services for execution. These comprehensive offerings make for effective, customized, winning campaigns without the client having to subcontract additional vendors or rely on standardized sports-related assets with that don't differentiate from brand to brand --or between competitors.

Source1 Sports is headquartered in Hackensack, NJ, with offices in New York, NY and San Diego, CA. For more information, visit source1sports.com.

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