

JON L. PRITCHETT

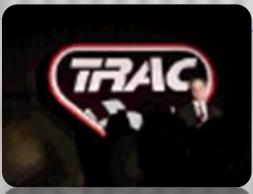
CEO of Club 9 Sports, a leading advisor to the sports industry, and Vice Chairman of French West Vaughan, the largest independent PR firm in the Southeast, has over 20 years of sports and entertainment business success. Before co-founding Club 9 Sports, Pritchett was CEO of General Sports Venue. As CEO of GSV, Jon built that company into a major player in the sports and recreation industry through a creative licensing arrangement of the AstroTurf brand. In a very short time, Jon and his team brought the AstroTurf brand back from near death to industry leadership and relevance. In six years, GSV grew its revenue from \$1 million to nearly \$50 million in a highly competitive market. His career has included several management positions in a diverse group of sports and entertainment companies.

He has worked with Fortune 500 companies, major colleges and conferences, professional sports teams and leagues, television networks, US cities, minor league teams and leagues and major sports and entertainment venues. His leadership experience includes national sponsorships sales, national television negotiations, sports venue development, debt/equity financing, naming rights and premium seat sales, event marketing/management and organizational leadership of a variety of sports-related businesses. He has developed a consistent record and reputation for building new businesses or energizing stagnant ones through dynamic leadership, effective marketing and communications, consultative sales growth, expert advisory services and creative management skills.

Before his work as CEO of General Sports Venue, Jon was President/COO of Team Sports Entertainment, Inc., the publicly traded, parent company of TRAC. Hired by the original founders as a consultant and later named COO by the initial investors, Jon developed the strategic business plan, secured the initial financing, solicited and negotiated strategic corporate alliances with ESPN and Speedway Motorsports and managed all day-to-day operations. The single-entity, motor-sports league was developed as a content provider for major motor-sports venues and major television networks.

While consulting on the TRAC project, Jon was also serving as Sr. Vice President of Sales and Marketing and Partner at ScheerGame Sports Development, a sports venue development company offering an array of services to the sports and entertainment industry in secondary markets including: finance; construction; sales & marketing; and team management. While at ScheerGame, Jon developed and executed a highly successful sales & marketing strategy for naming rights, corporate sponsorship, and premium seating for Verizon Wireless Center, New Hampshire's largest sports and entertainment venue. Jon also led the company's consulting efforts with the NBA, Arena Football, Oklahoma State University and Maxx Motorsports.

CAREER BIOGRAPHICAL INFORMATION



JON L. PRITCHETT

Prior to becoming one of the founding partners at ScheerGame, Jon spent four years as President/COO of ScheerSports, Inc., where his impact was dramatic. As President/COO, Jon led the sales & marketing efforts of the very successful development of a 16,000-seat, downtown arena and oversaw a management team that produced revenue streams and profits for teams, venues and events previously not attained in secondary markets. He also ran the day-to-day operations for two highly successful franchises in minor league sports, leading the ECHL in attendance and gross revenue for its hockey team and building the second highest grossing franchise in af2. Jon's tenure also included attracting, promoting and producing a variety of regional and national sporting events including the NCAA Men's Basketball Regionals, College Basketball Tournaments and NBA as well as NHL games. For his work at ScheerSports, the company received the Ernst & Young Entrepreneur-of-the-Year Award for the Carolinas.

Jon spent four years at Host Communications (now IMG College), the largest amateur and collegiate sports marketing firm, in various sales and marketing positions. He managed key corporate accounts within the Southeast for multiple properties including: the NCAA Corporate Partner Program; Street Ball Partners; USC, FSU, Tennessee, Notre Dame, Kentucky, UVA, Texas, SEC, Big Ten, Big Twelve and Southern Conference; The Historically Black Collegiate Coalition; and High School Properties. During his tenure, Jon helped produce significant, double-digit, annual growth in corporate sponsor sales for the Mid-Atlantic and Southeast regions and developed a talent for creating and marketing vertically-integrated platforms previously undeveloped by competitors.

While attending graduate school at the University of South Carolina, Jon served as Host and Executive Producer of the television shows for the school's football and basketball head coaches. In this role, Jon first discovered and began nurturing his entrepreneurial talents while producing, selling, syndicating and hosting the programs. In 1990 and again in 1991, the shows won the South Carolina Broadcasters Association's Award for Best Sports Television Show. While maintaining a 4.0 grade point average at USC, Jon also served as Assistant Recruiting Coordinator where he was responsible for various Department of Athletics' activities including: NCAA compliance, official visits, special events and marketing programs.

Jon received a Bachelor of Science degree from Appalachian State University in 1988. He previously served as Vice Chairman of the Alumni Advisory Board for the School of Communications at ASU, as a Member of the Clemson University Advisory Board for its Center for the Advancement of Marketing and Social Sciences, and as a Board Member of the Carolina Ballet in Raleigh, North Carolina. Jon is also a 1996 graduate of the Sports Management Institute Executive Program held at the Universities of Southern California and North Carolina. Pritchett is a regular contributor to Forbes.com on the business of sports and his opinion is frequently sought by national media.

CAREER BIOGRAPHICAL INFORMATION continued...

