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For Immediate Release

STRATEGIC HIRES TWO AND PROMOTES TWO AS AGENCY GROWS

NEW YORK, July 17, 2007 – STRATEGIC (formerly Strategic Sports Group, Inc.), the sports and entertainment sponsorship marketing agency dedicated to taking brands places they've never been and proving ROI, today has announced two new agency hires, as well as two internal promotion announcements.

Kendall Reyes has been brought on as Account Coordinator across multiple accounts. Reyes will focus on major client initiatives across varying brands such as The Hershey Company and Anheuser Busch, and has been brought in to support both the day-to-day and long-term growth of these efforts. Reyes will also be responsible for expanding existing client relationships through flawless execution.

Commenting on the hire, Vice President, Group Account Director Jason Blake said, "Kendall's enthusiasm and positive attitude give her a fresh perspective on developing innovative programs, making her an excellent fit for STRATEGIC and our philosophy to take brands new places."

Kendall received her BS in Sports Management from the University of Delaware where she was an active member of the Delaware Repertory Dance Company.

Ali Bennett has been hired as Account and Operations Coordinator working on multiple client programs including North Fork Bank and Gulf Oil amongst others. She will also be responsible for supporting the Operations departments on a day-to-day basis working on the agency process and culture.

Commenting on this hire, Vice President of Operations Ken Seligman said "Ali's incredibly professional drive and attention to detail will be a perfect fit for the multiple hats she will be asked to wear here at STRATEGIC."

Ali received her BS in Communication Studies from Northwestern University where she was a member of the club tennis team.

In addition to the new hires, STRATEGIC has announced two internal promotions. Lily Miller has earned a promotion to Account Supervisor, through her efforts managing and growing existing clients, especially through experiential marketing programs. Finally, to recognize his rapid growth and increased responsibility across client efforts, Matthew Love has been promoted to Account Executive.

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About STRATEGIC

STRATEGIC, headquartered in New York City, uses proprietary methodologies and unmatched expertise to connect brands to passionate consumers, leveraging the power of sports, entertainment and lifestyle marketing. Our team brings extensive experience and unsurpassed energy onto the field for category-leading clients. Specializing in strategy development and comprehensive measurement, **we take brands places they've never been, and we prove it delivers ROI.**