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For Immediate Release

***STRATEGIC HIRES SENIOR TALENT TO TAKE BRANDS NEW PLACES
ADDS TO, PROMOTES WITHIN SUPPORT STAFF***

NEW YORK, July 1, 2008 – **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 a new senior addition to the management team as well as a new member of the support staff and three internal promotions.

Caryn Nadler – Joining staff as **Vice President, Group Account Director**
Joseph Gross – Joining staff as **Account Coordinator**
Ali Bennett – Promoted to **Account Executive**
Kendall Reyes – Promoted to **Account Executive**
Bobby Isom, Jr. – Promoted to **Account Executive**

Caryn Nadler joins STRATEGIC in the position of **Vice President, Group Account Director** as a proven next-generation marketer, experienced in strategic planning and creative brand marketing for industry leading clients in real estate, business, entertainment, fashion, travel, consumer products and trends. Throughout her career, Caryn has focused on creating innovative, non-traditional marketing programs, ranging from experiential campaigns to inventive consumer and corporate events, unique partnerships and multi-platform integrated programs launching new products and redefining iconic brands.

Her trademark is developing creative “never been done before” strategic marketing solutions that achieve groundbreaking results...a perfect marriage with the STRATEGIC commitment to take brands new places. Caryn has developed marketing campaigns for blue chip clients including Schieffelin & Somerset, Allied Domecq Wine & Spirits, American Express, M&M Mars, Johnson & Johnson and PepsiCo.

Notable successes include:

--A 2006 Gold Effie Award win for Ouch!; the cultural marketing campaign which increased Tylenol's market share in the youth market for the first time in over 20 years at Faith Popcorn's BrainReserve (the top trend-based brand consultancy)

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--Successfully leading the co-launch of 141 LIVE, the experiential marketing division of award-winning integrated marketing agency, 141 Worldwide

--Directing marketing and brand development for the high-profile rebuilding of the World Trade Center, 7WTC and the revitalization of Lower Manhattan, for Silverstein Properties

--Key member of the groundbreaking teams credited with redefining the standard in premium nightlife marketing. Lead the trend in culture-based marketing focused on increasing buzz and the spontaneous viral spread of brand messaging by key influential tastemakers / media

Caryn is now challenged with leading the continued development of STRATEGIC's experiential marketing initiatives while taking a lead in overall agency strategy and development of fully integrated client initiatives that take brands to places they've never been.

Joseph Gross has also joined STRATEGIC in the position of **Account Coordinator**. Having completed a successful internship with the agency in 2007 and subsequently graduated from the University of Massachusetts with a degree in Sports Management, Joe has been welcomed back to the STRATEGIC family. He will be charged with support of key executives along with a Coordinator role on major client initiatives.

Ali Bennett was promoted to **Account Executive** recognizing her outstanding efforts on behalf of clients such as GlaxoSmithKline and Gulf Oil.

Kendall Reyes was promoted to **Account Executive** in response to her amazing management of the Café PureLeaf program for The Pepsi-Lipton Tea Partnership.

Bobby Isom, Jr. was promoted to **Account Executive** to highlight his consistent growth and contribution to client efforts across the agency

Commenting on the hires and promotions, President Peter Stern said, "There is no more satisfying feeling than adding to our growing staff and recognizing the accomplishments of our people through promoting them internally. Strong leadership and internal growth are foundations of the STRATEGIC culture."

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About STRATEGIC

STRATEGIC, founded in 1997 and 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

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and comprehensive measurement, **we take brands places they've never been, and we prove it delivers ROI.** www.strategicagency.com