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For Immediate Release

**MODELL'S SPORTING GOODS NAMES STRATEGIC
AS SPORTS MARKETING AGENCY OF RECORD**

NEW YORK, July 28, 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 partnership with an icon of the sports equipment landscape—Modell's Sporting Goods.

STRATEGIC has been retained by Modell's Sporting Goods, **America's largest and oldest family-owned and operated sporting goods, footwear and apparel retailer**, to evaluate and optimize its existing and future sports sponsorship portfolio. Modell's has long been known for their commitment to investing in properties across all major professional sports including baseball, football, hockey and basketball.

STRATEGIC will assist Modell's in maximizing the impact of its sponsorships to effectively communicate brand messaging to core consumers and businesses throughout the Atlantic region. "Modell's Sporting Goods is a category-defining brand with a heritage and a future that STRATEGIC is proud to be associated with. We are excited to assist Modell's in realizing the full value of their sports sponsorships, serving local fans in the process," said Peter Stern, STRATEGIC's President.

"We sought out a partner who would truly understand the objectives of our business, supporting our initiatives with a unique, compelling execution plan. STRATEGIC represents an ideal match for our goals in promoting the Modell's brand through innovative non-traditional marketing," said Modell's Sporting Goods Executive Vice President, Seth Horowitz.

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About STRATEGIC (www.strategicagency.com)

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

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About Modell's Sporting Goods

Founded in 1889, Modell's Sporting Goods is America's largest and oldest family-owned and operated sporting goods, footwear and apparel retailer with over 140 stores in New York, New Jersey, Pennsylvania, Connecticut, Rhode Island, Massachusetts, New Hampshire, Delaware, Maryland, Virginia and Washington, DC.