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For Immediate Release

STRATEGIC HIRES SENIOR TALENT TO TAKE BRANDS NEW PLACES

NEW YORK, January 10, 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 team.

Robert Molloy has been deeply imbedded in the marketing industry throughout his career. Starting in Los Angeles, Robert began with Columbia Pictures in the marketing group. This led directly to a marketing position with Saatchi & Saatchi's US Concepts Division. The West Coast culture yielded a client roster from music to sports including Sony, MTV, Stolichnaya, Coca-Cola and the Los Angeles area sports franchises. Industry networking brought him back to New York where he managed brands from the Guinness Bass Import Co. portfolio, Coca Cola Foods beverage brands and QSR food chains.

Robert later moved to the brand side of the business, working directly for Guinness Bass Import Co. and Diageo where he held roles as Regional Marketing Director and Brand Manager on beer brands and flavored malt beverages. He later served briefly as the Marketing Director for Mike's Hard Lemonade. The opportunity with STRATEGIC now allows him to utilize all of his marketing skills earned on both sides of the brand-building world. His role at the agency will be the management of key accounts, development of new business and creation of innovative marketing strategies. Joining the STRATEGIC team, Robert is challenged with expanding the company's initiatives to go beyond normal marketing tactics, taking brands to places they've never been.

As a graduate of Rutgers University with a BA in Business Management and Marketing, Robert is happy that the Scarlet Knights have recently become more capable of finding their opponent's end zone. Currently, Robert resides in Medford, New Jersey; a safe distance from all New York sports teams.

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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

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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.**