

## DeBartolo Sports and Entertainment Merges With Cindrich & Co.

**TAMPA, Florida** - DeBartolo Sports and Entertainment LLC (DSE) announced today, **Nov. 29**, that it has merged with **Cindrich & Co.**, to become one of the nation's most powerful and influential athlete management and hospitality companies. The two companies inked the deal this morning and DSE officially acquired Cindrich & Co.'s assets. The corporate headquarters will be located in Tampa, Fla. with regional offices in Pittsburgh, Los Angeles and Columbus, Ohio.

**Edward J. DeBartolo, Jr.**'s decision to expand his involvement in sports beyond hospitality packages occurred in March 2006 at the San Francisco 49ers' reunion held at the Paris Hotel in Las Vegas. While spending time with the five-time Super Bowl winning athletes whom he considers family, it became clear to him that his concern for them was still in his blood.

Also at the reunion was **Chuck Saulino** founder of Allsports Enterprises, the hospitality arm of DeBartolo. An associate and friend of the DeBartolo family for more than 25 years, Saulino agreed that the DeBartolo brand should be extended to athlete management, an area that has always been a passion of Mr. DeBartolo. Known as the players' owner, Mr. DeBartolo and Mr. Saulino created DeBartolo Sports and Entertainment LLC, now a full-service athlete management agency and hospitality company. DeBartolo will serve as DSE Chairman and Saulino, President.

As part of their corporate strategy, DeBartolo and Saulino wanted to make an immediate impact in the market so they decided to purchase an existing athlete management company. After several months of high level discussions with the nation's top agencies, DeBartolo and Saulino made the decision to acquire Cindrich & Co.'s assets and merge with Mr. **Ralph Cindrich**.

Cindrich founded Cindrich & Co. in 1977 after retiring from the NFL having played for the New England Patriots (1972) and the Houston Oilers (1973-75). Since then, he has made *The Sporting News*' "100 Most Powerful" list with the publication stating he is "one of the Top 100 Most Powerful people in all of sports, one of the most influential agents in the NFL." Cindrich will continue to serve the sports and entertainment industry as Chief Operating Officer of DSE.

"Ralph Cindrich is one of the most powerful men in the sports industry. He brings nearly 30 years of sports industry experience to the table and we are pleased that he is now a very important member of the DeBartolo family of companies," says DeBartolo, Chairman of DSE.

DeBartolo says that he will continue to grow DSE by hiring the most experienced agents who are certified by the National Football League Players Association.

Leading the line-up of agents are some of the most impressive names in the industry, **Adam Heller, Adam Van Rees, Greg Diulus and Brian Kopp**. Heller is a well-known, certified contract advisor with the National Football League Players Association (NFLPA). He has assisted in the negotiation of more than \$200 million in NFL contracts. Van Rees is a registered athlete-agent and a certified contract advisor with the NFLPA. Diulus has been with Cindrich & Co. since 1989 and will remain on staff with DSE as a certified agent by the NFLPA. He will continue his responsibilities which range from marketing and attaining endorsement opportunities for clients to pre-draft marketing, pro-day planning and new client recruitment. Kopp is a certified agent by the National Football League Players Association.

The organization will continue to look at future opportunities within the sports marketing arena which are synergistic with the corporate business objectives.

**About DeBartolo Sports and Entertainment, Athlete Management Division:** An integral component of the DeBartolo Sports and Entertainment portfolio is the *Athlete Management Division*. This dynamic affiliate offers personal management services for today's finest professional athletes. When you are represented by one of DSE's certified sports agents you become a part of the DeBartolo business family. Through many of the same values and beliefs that made Eddie DeBartolo Jr. a Super Bowl and Stanley Cup Championship owner, a DSE athlete will be represented with the highest level of integrity and respect. Personal management services for our athletes include: professional contract negotiations, personal wealth management and planning, extensive public and media relations as well as family estate and retirement planning. *Financial security is the ultimate benefit that we will provide for a DSE athlete and their families.*

For more information on the DeBartolo portfolio of companies please visit [www.thedebartologroup.com](http://www.thedebartologroup.com) or call the Tampa corporate headquarters at 813.908.8400. For more information on DeBartolo hospitality packages, please visit [www.debartolosports.com](http://www.debartolosports.com) or call 888-DSE-1DSE.