



Building the Future

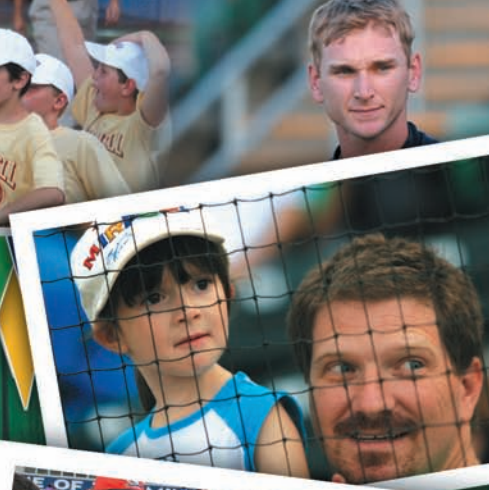
Armed with a passion for the game and the foresight of growth within professional baseball, Marv Goldklang formed the Goldklang Group. A fan himself, Goldklang set out to capitalize on what he felt were the key ingredients to success once the market and venue was established—providing superior customer service, cutting edge ideas, and family entertainment at affordable prices.

The origins of the Goldklang Group date back to September 1989, when investment partnerships headed by Goldklang acquired controlling interests in three affiliated Minor League Baseball franchises - the Single A Charleston, S.C. franchise in the South Atlantic League; the Single A Miami, Fla. franchise in the Florida State League (relocated to Ft. Myers in 1992); and the Double A Williamsport, Pa franchise in the Eastern League.

At that time, the Goldklang Group also acquired a substantial minority interest in the Triple A Oklahoma City franchise in the American Association, which subsequently was sold in 1992. In 1990, the Goldklang Group added the Erie, Pa. franchise in the short season A New York-Penn League, which was relocated to the Hudson Valley, N.Y. region in 1994. In 1992, Goldklang and Mike Veeck participated with Miles Wolff and Van Schley in recreating the concept of independent professional baseball and helped establish the Northern League, acquiring rights to St. Paul, Minn. where the Goldklang Group's franchise commenced play in 1993. The Saints immediately became the league's premiere franchise, garnering national attention and acclaim on a regular basis.

Over more than a decade, the Group has participated in the construction and financing of three minor league baseball stadiums (Hudson Valley, Charleston and Brockton). Goldklang and Veeck were also at the forefront of the formation of the American Association in 2005, a modern independent baseball venture in which the St. Paul franchise currently plays.





Years of Fun with Fans

For years fans have invested time, money, and emotion in the effort to experience the joy of America's pastime. That passion has created the current \$500 million industry with nearly 40 million fans and 176 teams. Fans at Goldklang operated parks and events are treated as valued customers, and service exceeds expectations for a moderate price of entry. On any given night, children and adults can expect to be entertained by dancing nuns, mimes reenacting close plays, daytime fireworks, and even comedian and partner Bill Murray leading a marching band.

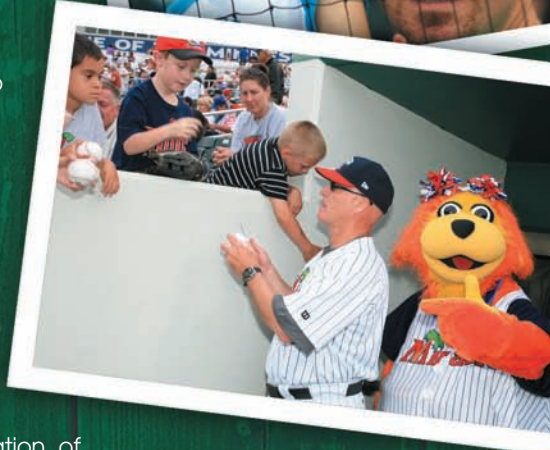
The Goldklang Group was formed to ensure this atmosphere permeates throughout each and every ballpark in which it invests, constructs, manages or consults. The Goldklang Group strives to provide entertainment that is unmatched in professional baseball.

Through an all-star team of seasoned professionals, constant evaluation of markets, and a large network of partners and affiliates, the Goldklang Group creates an exciting, family-oriented atmosphere for fans and sponsors alike.

Over the course of two plus decades, the Goldklang Group has developed extensive expertise in virtually all aspects of the operation of professional sports franchises and venues. The Group's event management experience includes the creation, management, sponsorship sales, ticketing, and execution of a wide range of non-baseball special events. Event management includes both in and out of stadium turnkey event execution.

Our personnel have won numerous industry awards in diverse areas such as marketing, franchise management, promotional excellence, advertising, field turf maintenance and food and beverage concessions operations, and our staff is universally regarded as the standard within the industry.

In 1999, a strategic decision was made to offer the services of select personnel to other sports and entertainment entities, subject to relationships determined on a case-by-case basis. These services have included marketing services provided to a Major League Baseball Club; management of food and beverage concessions for outside professional sports operations; consulting services provided to minor league baseball franchises; facility management, catering and marketing services for a Conference Center; development of ballpark aesthetic programs; contract negotiation and project oversight services in connection with the construction of minor league baseball facilities, including the negotiation of lease relationships; operation of the acclaimed Veeck Promotional Seminar for the sports industry, and the development of media advertising materials for Major and Minor league baseball franchises.





Offering Fan Empowerment

The current trend within the industry is operator recognition of the unprecedented power fans demand in determining their experiences. In typical fashion, the Goldklang Group remains several steps ahead of the competition in this regard, evidenced by their recently unveiled marketing campaign and overall corporate philosophy, Be Your Own Fan.

Allowing the fans to choose what aspects of the entertainment pertain to their desires, while continuing to control the experience, is key to maintaining our tradition and reputation as the foremost ownership group in the sport.

Our foundation of delivering entertainment of the highest level while remaining true to our mission of providing the excellent customer service that sets us apart from our competitors is the genesis behind BYOF. Our desire to not define what a fan experience is all about- rather, to allow them to do so- has resulted in unprecedented fan and client response. It is akin to attending a concert where every fan has the ability to determine their own private playlist.

Twenty years ago, we led the charge in changing the ballpark experience by being amongst the first to introduce full-scale promotional activity at the minor league level. BYOF is the 2010 version of creativity- by empowering the fan to have unprecedented access to our product they acquire ownership of the ballpark experience, which will lead to a richer and more personal fan environment. BYOF incorporates all aspects of our entertainment and brand operation as well as incorporating immediate access and empowerment to all our fans. The fan that attends an event at one of our parks purely for the entertainment factor, or the one who chooses to simply watch professional baseball, or the one who attends to enjoy a beer, a dog, and the company of friends....BYOF encompasses them ALL, as well as any number of alternate experiences. BYOF empowers the fan to flex their accessibility, differentiability and purchasing power muscles in whatever way they deem appropriate.





Whether it be leading the charge in technical areas, such as our new iPhone applications, or the way we package our product to both sponsors and fans from a marketing standpoint, the Goldklang Group and BYOF promises to deliver on expectations at every level.

BYOF TV.com is the Goldklang Group's way of elevating the fans experience to include the "untouchables" in the game in an entertaining medium. To date, guest have included MLB owners, GMs, media influencers, executives, and field managers, approaching each of them from a unique and fan centric angle that provides unparalleled accessibility to our fans. It connects what our clubs do on a local level with our national reach within the sport. Almost all MiLB fans are MLB fans as well... BYOF TV.com is a direct way for us to marry those two "fandom's"





Co-Owner, Director of Fun

Bill Murray

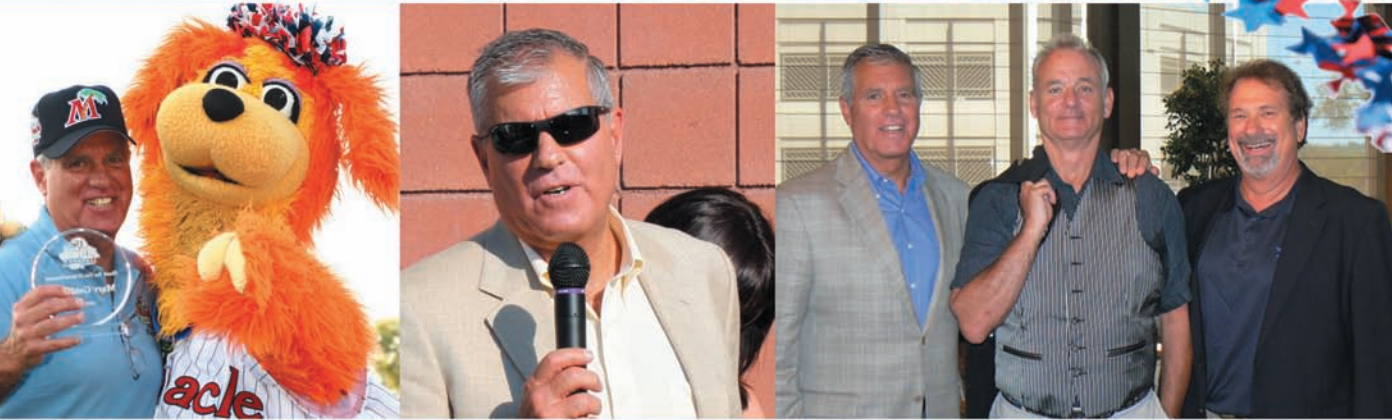


Far from an absentee owner, Bill Murray can be seen at the clubs on any given night. In recent years, Murray has caught and thrown out ceremonial first pitches and coached first base. Murray holds co-ownership in St. Paul, Fort Myers, Hudson Valley, and Charleston RiverDogs. Murray is an accomplished actor, a graduate of "Saturday Night Live," and has starred in such films as Ghostbusters, Caddy Shack, Meatballs, Stripes, Quick Change, Groundhog Day, What About Bob?, Rushmore, Charlie's Angels, The Royal Tenenbaums, and Lost in Translation. Most recently, Murray was awarded a Golden Globe for Best Actor and was nominated for an Academy Award for his performance in Lost in Translation.





Marv Goldklang



Goldklang serves as Chairman of the Group and is responsible for overseeing its activities. He holds a degree in Economics from the Wharton School of the University of Pennsylvania, a law degree from the University of Pennsylvania Law School and a Masters of Laws degree from New York University. Following military service with the 11th Special Forces Group, Goldklang practiced law with the firm of Cahill Gordon & Reindel in New York, becoming a partner of the firm in 1974 specializing in corporate tax and investment banking transactions. He continued to practice law until 1983 when he left to accept the position of Senior Executive Vice President of a New York Stock Exchange company at which he focused on developing its leveraged buyout and asset management divisions.

Goldklang established his own merchant banking and private investment firm in 1986, which has included the Group among its activities. Goldklang played college baseball at Penn and holds what he believes still to be the school record as a pitcher for most hit batters in an inning (4). He is married and has four children.





Mike Veeck



Currently, Mike Veeck is the part owner of five baseball teams and a consultant for one other. He has served to put fun back into baseball while proving his ideas are not specific to sport. An advertising professional, coveted public speaker, founder of the Veeck Promotional Seminar, and all around idea man, Veeck recently released a corporate training video based on his "Fun is Good" philosophy. He also authored "Fun Is Good: How to Create Joy and Passion in Your Workplace" based on the same fundamental principle.

It is with this simple philosophy that his teams routinely set attendance records. Veeck and partner, Marv Goldklang, operate the Goldklang Group, overseeing franchises in Charleston, SC, Fort Myers, FL, Fishkill, NY, and St. Paul, MN. In 2003, the St. Paul Saints welcomed their three millionth fan through the gates while the Charleston RiverDogs set a single-season attendance mark for the sixth time in seven years and Hudson Valley Renegades.

Veeck has appeared on 60 Minutes, HBO Real Sports with Bryant Gumbel, NBC Nightly News with Tom Brokaw, ESPN Sportscenter, CBS Sunday Morning, ABC's Nightline, National Public Radio's Weekend Edition and Late Night with Conan O'Brien.

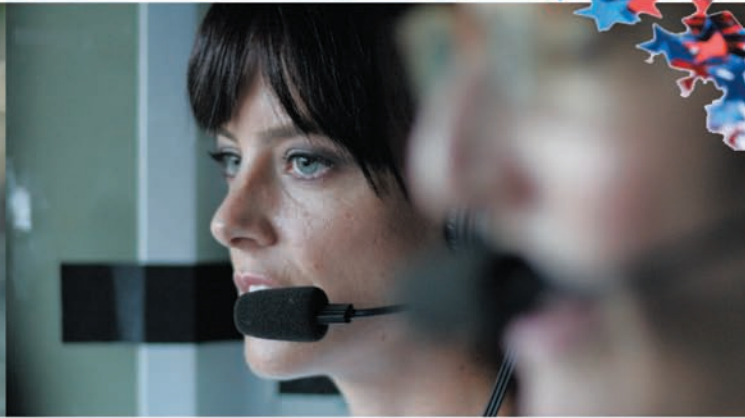
In addition to his baseball duties, Veeck has spoken and entertained groups at companies such as 3M, the NBA, General Mills, and NASCAR. He has been the featured speaker for the American Bar Association, Newspaper Association of America and students at numerous colleges and universities.

Veeck is married to Libby and has two children, William "Night Train" and Rebecca. They reside in Mt. Pleasant, SC.





Tyler Tumminia



Tumminia is responsible for the marketing and broad scale sponsorship, operations, and communication efforts for the Goldklang Group. She developed the Group's marketing philosophy, Be Your Own Fan, in response to current market trends and industry analysis. In addition, Tumminia is responsible for the largest group-wide partnership with a major brand, the largest singular themed promotional event, and her development of the Professional Baseball Scouts Hall of Fame has received tremendous recognition throughout the industry.

Previously, Tumminia served as VP of Communications for the Group. She was the national contact for all information and access relating to the brand, and developed and delivered placement in numerous high profile media outlets such as NBC Nightly News, Chicago Tribune, New York Times, and Fast Company Magazine.

Prior to joining the Group, Tumminia served as a public relations associate for Morrissey & Company, a reputation management firm in Boston, Massachusetts.

Before Morrissey & Company, Tumminia served as public relations associate for EMT Corporation in Quincy, Mass.- an e-marketing technology company that specializes in building private-label Internet Media Networks for the sports, entertainment and music industries. She worked alongside clients from MLB, NFL, Arista Records, SESAC and EMC.

Prior to EMT, Tumminia conducted media relations at IBM for their PSG Netfinity Server Group. There, she worked alongside Brodeur Porter Novelli on various press releases, media relations and marketing activities.

Tumminia has spoken, including NYU and Columbia University, on various topics relating to the business of sports, and is a recipient of the Roland Hemond and Marcom awards for excellence in her field. She received her M.B.A. from Mount St Mary College and currently resides in New York.





Tom Whaley



Whaley's career in baseball began accidentally in 1992 when he sold an outfield wall billboard, program ad and four season tickets to the general manager of a moving company as they stood on the courthouse steps following a motion hearing. The St. Paul Saints and the independent Northern League began play the following summer.

From 1993 through 1998, he was employed by the Saints as director of operations and assistant general manager. In addition to sales, marketing and operations duties, he handled a variety of legal matters for the Saints and other minor league clubs in the areas of contract, intellectual property, immigration and litigation. During this period, the Saints played to 99% of capacity at 6,300-seat Midway Stadium.

From 1995 through 1999, he was part-owner of the Butte (Montana) Copper Kings of the Pioneer Baseball League. In 1999, he accepted a position with the Tampa Bay Devil Rays as director of corporate sales, where he stayed for two seasons. His primary duties were the creation and sale of sponsorships for the American League team.

In December of 2000, Whaley joined The Goldklang Group. He currently is active in the group's acquisitions and consulting practices. Whaley was principally involved with the start-up of the Canadian-American Association's Brockton Rox and construction of a new baseball stadium and conference center facility in Brockton, Massachusetts in 2002. The Rox were winners of the 2003 league championship title.





Jeff Goldklang



Goldklang, a left-hander out of NJ, has been involved with the Group in various executive roles since his arrival in 2002. He began his career with the Charleston RiverDogs in 1994, handling the concessions and merchandise operations, and was instrumental in the transition of the club into its new ballpark for 1997.

Upon leaving the RiverDogs, Goldklang joined Integrated Sports International, continuing with them through their acquisition by SFX Sports Group and subsequently Clear Channel Entertainment. During his tenure, Goldklang was part of the group that developed the Properties division of SFX Sports, managing all aspects of the merchandising program and specializing in the formation of sponsorship agreements with national brands, primarily sports-related. In addition, he developed marketing programs for SFX Sports as well as the Theatrical, Radio, and Outdoor divisions of Clear Channel Entertainment.

Goldklang's current responsibilities as Managing Director within the Group center on the broad scale oversight of the Group's four franchises. This includes managing the financial operations of the Group's entities, managing the year-round use of venues, and coordinating- in tandem with the Group's marketing department- national and regional opportunities for the four Goldklang clubs.

Goldklang resides in New Jersey with his wife Erica and sons Jared and Jacob.





Goldklang Group Profile

The Goldklang Group is a sports entertainment consulting and management firm. The Group provides operational consulting and management services in all areas relating to sports franchise and event acquisition, promotion and operation.

The Group's Proprietary Clubs

Charleston RiverDogsCharleston, SC
Hudson Valley Renegades Fishkill, NY
Ft. Myers MiracleFt. Myers, FL
St. Paul SaintsSt. Paul, MN

Front Office

The following Executives are responsible for the oversight of the group's four teams and other various interests:

Marv Goldklang • Mike Veeck • Jeff Goldklang
• Tyler Tumminia • Tom Whaley

