



Our Vision

Positive Impact was founded in 1998 with a single mission — to be the most effective, most productive sports and entertainment consulting group in the nation. We work to enhance the image, the success, the profitability and the value of the franchises, the leagues, the facilities, the teams and the corporations that we serve. Building upon a proven track record of success in venue management, event production, team organization, sports marketing, and communications, we are well on the way to fulfilling our mission.

To the sports teams and the leagues and the facilities, we bring a comprehensive understanding of best business practices. We launch new leagues and new teams. We develop integrated marketing and sales strategies. We book major events and we sell the sponsorships and the naming rights. We develop the “game plans” to bring in the revenue. Often, we provide the difference.

To the corporate client that buys the tickets, sponsors the team, and lends its dollars and its name to facilities and events, we bring an unparalleled, working knowledge of the intricacies of the sports industry. We streamline and reshape sports portfolios to effect cost savings. We design comprehensive strategies to assure that any investment is integrated into the daily operation of the business.

For the corporate client, we believe success can only be a by-product of both enjoying the game on Sunday and closing the sale or cutting the deal on Monday.

We conceptualize and produce the event that launches the product, strengthens the brand, and drives operational success while complementing overall promotion and advertising strategies.

We know that our success can only be measured upon that of our clients; and that our mission can only be fully realized as their goals are achieved. As such, we do justice to our own vision and dreams as we recommend what is best for them.

In our formative years, clients have often come to us with one need and remained with us as we addressed other challenges and opened the door to unforeseen opportunity. We invite you to do the same.

The Team at Positive Impact



A Fully Integrated Consulting Group

Having spent more than 100 years collectively running sports franchises and venues, the senior management of Positive Impact knows that it's always about the team and being ready for the game that is to be played that day.

The proven professionals at Positive Impact have labored in the trenches, survived the crises, met the challenges, and honed the skill sets that are needed to succeed in the fast-paced sports and entertainment industry.

Founded by Michael Rowe, who has spent more than 25 years in the industry, Positive Impact maintains its corporate office in New Jersey. Some time ago, one keen observer of the Jersey scene suggested "Michael Rowe is part of that small universe of people who have run major league sports franchises (the New Jersey Nets) and that even smaller group who have run the busiest sports complex in the world (the Meadowlands Sports Complex). Considered a 'Go To Guy' in the industry, his legendary and extraordinary track record is clearly recognized."

Given the high-level of experience of our staff and the tremendous network of our principals, Positive Impact has the wherewithal to put together diverse teams that are fashioned to meet the client's need — teams who attack a project with both the sense of urgency and the diverse resources that are required — teams who know how to generate value by staging or complementing events to create value for a client.

Positive Impact has the extensive network, the longstanding relationships, the business acumen, the perseverance and the knowledge. We fashion ideas and then execute them seamlessly.

We are ready to meet the challenge that you face and to work with you to leave that "Positive Impact" on your business.

Team Management

Positive Impact has successfully managed and operated professional sports franchises at every level from the majors to the minors to the colleges and beyond. Our firm grasp of industry and operational trends and imperatives enables us to tailor recommendations that are aimed at better managing the franchise and enhancing the bottom line.

For the New York Giants, it's about options and possibilities. How to generate more revenue from their existing facility? For the Vancouver Grizzlies, it's a relocation strategy and a successful lease negotiation in Memphis, Tennessee. For the WUSA's San Jose CyberRays and Washington Freedom, it's about saving hundreds of thousands of dollars after negotiating a lower cost lease and a healthier cut of stadium concessions.

For each franchise, there's a distinct need and a different application. Positive Impact directs its energy and expertise to the following: **Strategic Business Plan Development, Sponsorship Sales Strategy, Ticket Sales, Marketing and Branding, Public and Media Relations, Facility Management, Game Entertainment, Ticket Operations, Broadcasting and Human Resources.**



Corporate Consultation

Positive Impact has worked extensively with corporate clients like First Union National Bank/Wachovia, Time Warner Entertainment, the Bank of Milan, Zurich Financial Services and ANC Sports to provide cost-saving, value-added recommendations that maximize the potential of the client's sports and entertainment investment. We look at sponsorship portfolios and measure the business impact of the investment. We advocate structural changes that must be made to assure that the sports investment is fully integrated into the marketing and sales arms of the corporation.

In all of our efforts, we look to promote design strategies that integrate systems and functions. Our eye is always upon complementing and enhancing rather than competing.

Invariable, dramatic savings are effected while each dollar invested pays greater dividends. Knowing the market, we review both the quantifiable as well as the qualitative data in order to make sound business recommendations.

Event Management

Over the years, our Team at Positive Impact has successfully managed more than 6,000 events attended by over 80 million spectators — events that augment and fulfill integrated and creative marketing strategies — events that cross-market — events that invigorate brands — events that complement advertising and promotions — events that linger and sustain — events that have lasting impact — events that are not forgotten.

The staff at Positive Impact offers the creative edge. We think and imagine and conceptualize as well as execute. The operational execution of each event is driven by the same sense of ownership and passion that accompanied the first. For us, every event is the Super Bowl.

Facility Planning & Design Management

Positive Impact has joined teams of architects, engineers and project management professionals to lend our expertise and experience to stadium, arena and other sports-themed construction, renovation and development projects. Positive Impact's mission on such projects is to develop and review plans leading to suggestions for revenue enhancement and operational efficiencies.

Services include:

Market and Feasibility Analysis

Economic Impact Analysis

Strategic Business Plan Development

Evaluation of Proposed Renovation and Construction Plans

Development of Improvement and Enhancement Plans



The Conferences and the Leagues

Positive Impact works with entities like the National Collegiate Athletic Association's (NCAA's) Metro Atlantic Athletic Conference and the Northeast Conference to analyze their standing and the operational problems and issues that challenge them. Marketing, sales, sponsorship and broadcast opportunities are creatively fashioned and designed. Strategic and functional plans are generated. Vision is clarified and more aggressive, but achievable. Goals and objectives are delineated.

The Future

"The most satisfying aspect of my work with Positive Impact isn't calling clients with the idea or recommendation or the answer. It's working with them as they implement that idea or change. Seeing the project through and hearing the excitement in their voice when they realize that it's working. Feeling the heartbeat, the pulse, the noise, and the excitement of the event that is being executed.

It's taking the asset or the event that couldn't perform anymore and finding the sponsors who suddenly put it over the top. It's doing something smarter than it was done before. It's knowing that we can truly be a one-stop business consultancy that brings venue managers, teams, ticket holders, corporate leaders and sponsors together to build something great.

That is the satisfaction that comes from making a difference."



Michael R. Rowe, President & CEO — Positive Impact

Testimonials

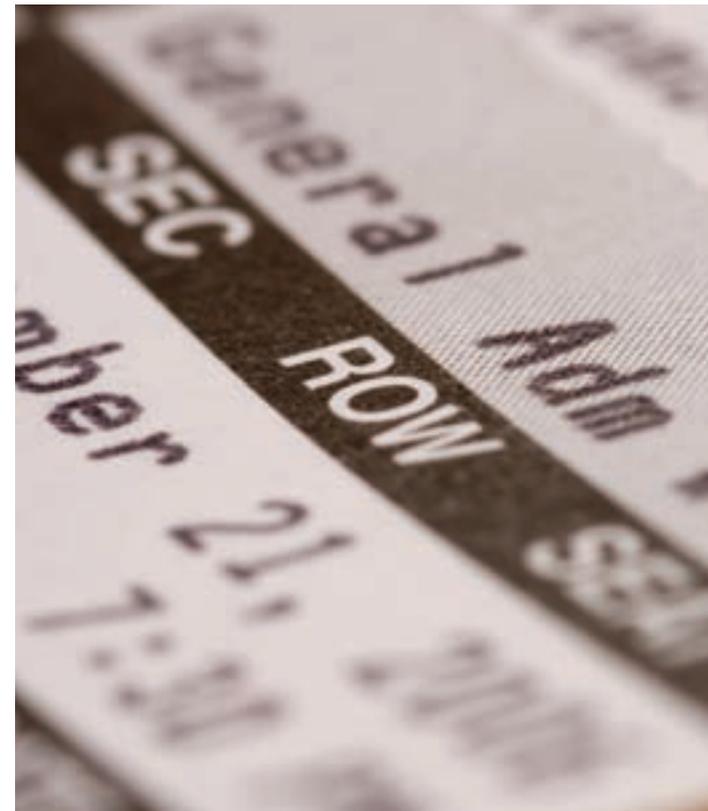
"As part of a consulting consortium, Positive Impact demonstrated their particularistic expertise in the area of project and operations management, which blended admirably with other technical component requirements of the Bid Book. The result of this work was heralded by the Bid authorities as outstanding. The Chairman lauded the work by stating, and I quote, 'Bermuda has raised

the bar in its bid submission.' The consequence of Positive Impact's partnership in this endeavor has resulted in Bermuda being chosen as a venue to host warm-up matches, our first goal; and to also be designated as the first alternate venue in the principle competition, a milestone for a non-test playing country."

Anthony B. Roberts — Director of Youth, Sport & Recreation - Bermuda

"We are so grateful that you and your Team were there for us when we ran our first event at the Arena. You helped us handle every detail with calm expertise and even made it enjoyable! When we began to make plans for our Autumn Blaze Event, we knew we did not want to even consider going forward without knowing that Positive Impact would be there for us again, and once again you helped us."

Mary Ann Lawrence— Executive Committee, Autumn Blaze

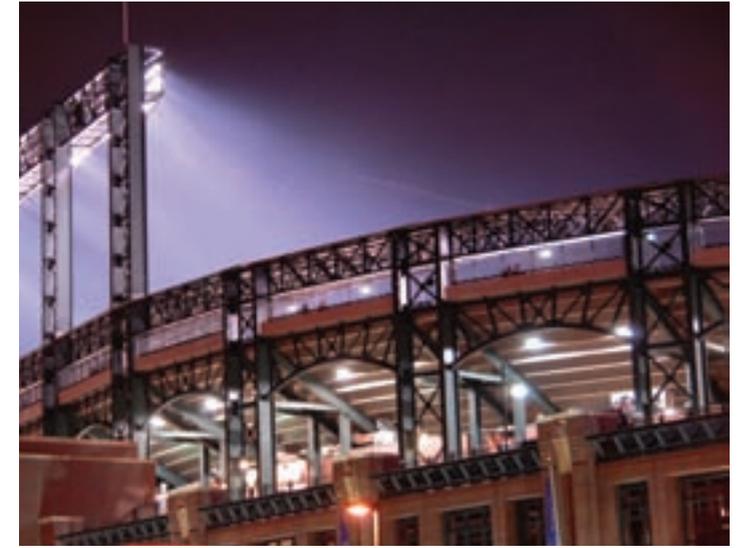


"When Cannon Design won their bid to assist in conceptual design and strategic planning services for the potential redevelopment of Mosaic Stadium at Taylor Field in Regina, Saskatchewan (home of the CFL Roughriders), we immediately retained Positive Impact to assist with stadium planning and operations aspects of the assignment. Positive Impact brought innovative ideas, suggestions, recommendations and opportunities for revenue generation that enhanced the services required. "

Robert Johnston — Cannon Design

"Michael Rowe and the Positive Impact staff have unparalleled experience in the sports business. Having them as a resource will help maximize the impact of First Union's current and future sponsorship arrangements."

Fran Durst — First Union National Bank/Wachovia, Vice President / External Affairs



Among Our Clients

New York Giants (NFL)

Zurich Financial Services

Time Warner Entertainment

Seton Hall University

Country Club Services

Brailsford & Dunlavy

Northeast Conference

MetroStars Soccer Club (MLS)

American Economic Planning Group

Metro Atlantic Athletic Conference

ANC Sports

Pillar of Fire International

First Union National Bank / Wachovia

Bank of Milan

Discovery Group

National Lacrosse League

Trenton Shooting Stars (IBL)

Atlantic City Race Course

New Jersey Storm (NLL)

XFL Football League

Government of Bermuda

Vancouver Grizzlies (NBA)

Newark Sports and Entertainment

Cricket World Cup 2007

Women's United Soccer Association

Mt. Olive Soccer Club

Cannon Design

Meadowlands Xanadu

Stewart Engineering

Olympus International



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