

## CSMG Appoints Former Leo Burnett Executive as New CEO, Bringing Brand Building and New Technology to Traditional Sports Marketing



Website

CSMG Fuses New Management with Brand Building, Corporate Consulting, Content Development and New Technology to Fundamentally Change How Athletes and Sports Celebrities are Represented

CHICAGO, March 23 /PRNewswire/ -- CSMG, Inc. (<http://www.csmgsports.com>), a full-service sports and entertainment management firm, today announced the appointment of CEO Mike Hall, an advertising executive with more than 20 years of experience at the Leo Burnett Company. The announcement was made by CSMG's chairman, Alan Nero.

"Bringing Mike to CSMG underscores a major change at the company as we continue to innovate and expand the traditional ways of managing sports clients," said Alan Nero, chairman of CSMG. "We are thrilled to gain Mike's vast experience in the strategic development of worldwide brands. His natural leadership style and brand savvy are well-known throughout the marketing community, and will help CSMG represent the future of sports management."

Hall will oversee CSMG's entire global operations and lead the company in growing the brand equity of its athletes through effective management, marketing, corporate consulting, content development and new initiatives based on digital media and technology. His experience in building global brands will be instrumental in helping CSMG fulfill its long-term strategy of bringing traditional sports marketing into the digital age and becoming the leader in sports and entertainment management.

"I look forward to the challenge of continuing the outstanding service that CSMG's founder and chairman, Alan Nero, has provided to sports clients over the past twenty three years," said Michael Hall, CEO of CSMG. "I am fortunate to have the best group of agents and staff in the business and the leadership talent to make CSMG the world's premier sports management company."

CSMG operates internationally and manages athletes and sports celebrities from around the world including some of the most marketable athletes in team sports. Top clients include: Dwyane Wade of the Miami Heat, Donovan McNabb of the Philadelphia Eagles, Randy Johnson of the New York Yankees, Antwaan Randle El of the Washington Redskins and Felix Hernandez and Kenji Jojima of the Seattle Mariners.

As part its long-term growth and leadership strategy, CSMG also recently appointed Jonathan Siegel as chief financial officer and Marty Pereira as chief operating officer.

Visit <http://www.csmgsports.com> for more information on CSMG.

About CSMG, Inc.

CSMG, Inc. is an international, full-service sports and entertainment management firm that is changing the way athletes and sports celebrities are represented. CSMG is an innovator focused on growing the brand equity of the athletes and sports celebrities it represents through effective management, marketing, corporate consulting, content development and new initiatives based on digital media and technology.

For more than 23 years, CSMG has provided talent representation, marketing, financial planning and career counseling to help clients realize their objectives both on and off the field. CSMG is comprised of its parent company CSMG Inc. and three operating companies: CSMG Sports, CSMG International and CSMG World, LLC. CSMG Sports focuses on talent

representation while CSMG International provides services that compliment talent management in the areas of talent marketing, corporate consulting and event marketing. CSMG World is the company's newly created content development arm.

CSMG is internationally headquartered in Chicago and partners with Chicago-based Hopewell Ventures, a \$110 million private equity fund focused on investments in Midwestern companies.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

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