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North America Sports Media Expands Sports Marketing Business with Acquisition of Premiere Sports Travel & Affiliated Companies

1st Strategic Add-on Acquisition for Pfingsten Partners Portfolio Company

New York, NY, November 30, 2006 - North America Sports Media Inc. (NASM) today announced the acquisition of Premiere Sports Travel L.L.C., Premiere Plus L.L.C. and Gotickets.com L.L.C., affiliated companies that sell travel, hospitality and ticket packages for major sporting and entertainment events worldwide. NASM is a sports marketing company that was formed by private equity firm Pfingsten Partners, L.L.C., and veteran sports marketing specialist Christopher J. Brennan in 2004.

Premiere Sports Travel (www.sportstravel.com) assembles and markets NASCAR, college football, college bowl game and other sports event packages to individual fans and university alumni. Premiere Plus (www.sportstravel.com/premiere-plus.php) is dedicated primarily to selling NASCAR packages to the corporate hospitality market. Gotickets.com (www.gotickets.com) is one of the country's top online secondary ticket brokers with an emphasis on sports and entertainment tickets.

Premiere's operations complement and significantly expand the product and customer base of NASM's Tuchman Sports Enterprises, Inc. (TSE) division, a provider of customized incentive and brand-building sports marketing programs for Fortune 1000 clients with a focus on Super Bowl, Kentucky Derby, Masters Golf Tournament and NCAA Final Four offerings.

The addition of Premiere's NASCAR and college sports packages will provide year-round cross-selling opportunities to corporate customers, while Premiere and Gotickets' concentration on consumer sales through the Internet will extend NASM's reach to the retail channel.

The acquisition will triple NASM's revenues, yield potential ticket procurement savings through Gotickets.com, provide an outlet for helping corporate customers liquidate excess season tickets, and expand the company's purchasing power in areas such as tickets, hotels, transportation and catering.

"The acquisition of TSE in January 2006 was the first step in building a broad multimedia platform for sports promotion and marketing. This transaction is our next step in executing that strategy, and it makes us one of the major players in the industry," said Brennan, NASM's president and CEO. "With the Premiere group of companies, we are gaining important new product offerings, a new customer channel, and key synergies that will accelerate the growth of our business. This is clearly a case where the whole is greater than the sum of its parts."

"Bigger is better in this industry if you have the right partner," said Scott Jernigan, founder of the Premiere group of companies. "North America Sports Media is an ideal fit for us, both because of Chris Brennan's sports marketing experience and because its TSE division has offerings and customers that complement but do not duplicate our own."

"Joining forces with NASM, TSE and Pfingsten will strengthen our product line, and provide volume savings and capital that will help us take the company to the next level," said Brian Wilder, president of Premiere Sports Travel. "This is a strong partnership that will significantly raise our profile in the industry."

The Premiere group of companies was recently named one of the 50 fastest-growing private companies in the North Carolina Research Triangle by Triangle Publications, PriceWaterhouseCoopers and The Council of Entrepreneurial Development.

All three companies in the Premiere group will retain their current management and staff, and continue to operate from their headquarters in Cary, North Carolina. The acquisition closed on November 22. Terms were not disclosed.

About North America Sports Media

North America Sports Media is a holding company formed by private equity firm Pflingsten Partners, L.L.C. and well-known sports marketer Christopher J. Brennan to build an integrated sports marketing platform. NASM divisions include New York-based Tuchman Sports Enterprises, Inc. (TSE), a full-service sports marketing company that provides customized incentive and brand-building programs for Fortune 1000 clients; North Carolina-based Premiere Sports Travel L.L.C., a sports marketing and travel company that sells direct to consumers; and Premiere Plus, an affiliate that sells NASCAR travel packages to corporate clients. The company also owns Gotickets.com, an online secondary ticket broker that specializes in sporting and entertainment events.

About Pflingsten Partners

Pflingsten Partners is an operationally focused private equity firm formed in 1989. From its headquarters in Chicago and offices in ChangAn, China, and New Delhi, India, the firm builds better businesses through operational improvements, professional management practices, global capabilities and profitable business growth rather than financial engineering. Since completing its first investment in 1991, Pflingsten Partners has raised four funds with total commitments of approximately \$1.0 billion, and has acquired 86 manufacturing, distribution and business services companies. The firm is currently investing Pflingsten Partners Fund IV, a \$525 million fund activated in January 2009. For more information, visit www.pflingstenpartners.com.