

North America Sports Media, Inc. Acquires Dodds Athletic Tours

Deerfield, IL (April 9, 2008) - Pfungsten Partners, L.L.C., today announced its portfolio company, North America Sports Media, Inc. (NASM), one of the nation's leading sports marketing, travel and hospitality companies, has acquired Dodds Athletic Tours (www.doddsathletictours.com), the leading full service official collegiate sports tour company in the United States.

Since 1963, Dodds Athletic Tours (Dodds) has specialized in developing, marketing, and activating official university sports tours for over 40 leading schools from the Big 10, Big 12, ACC, SEC, PAC 10, Big East, and other major conferences. Schools represented by Dodds include: University of Illinois, The Ohio State University, Michigan State University, University of Wisconsin, University of Texas, University of Tennessee, University of Kansas, UCLA, Florida State and many others. Dodds has excelled in providing travel and hospitality for the biggest events in college sports; BCS National Championship, Rose Bowl, Orange Bowl, Fiesta Bowl, Sugar Bowl, and the Final Four.

"The significant increase in college sports tours, coupled with our procurement and activation experience makes Dodds a perfect strategic fit," said Chris Brennan, CEO of NASM. "This is another step in accelerating our strategy to build a broad based sports marketing, hospitality and promotional platform with tremendous reach into the corporate, retail and collegiate consumer channels."

This is the third acquisition in the past three years for NASM. The addition of Dodds is a perfect compliment to NASM's college division, Premiere College Sports and expands their official university lineup while strategically aligning NASM's other core businesses. The Dodds acquisition further extends NASM's sales, services and product offerings into the highly sought after college sports market and will provide colleges and universities access to a variety of worldwide sports experiences for key donors, sponsors, alumni and fans.

About North American Sports Media

[North America Sports Media, Inc.](#) was formed by Pfungsten Partners, L.L.C. and sports marketer Christopher J. Brennan to build an integrated sports marketing platform. NASM divisions include New York-based [TSE Sports & Entertainment](#) a full-service sports marketing group and industry leader in corporate hospitality; North Carolina-based [Premiere Sports Travel](#), a leading sports travel and hospitality group that sells direct to consumers; [Premiere College Sports](#), a full-service college sports travel and hospitality group exclusively focused on official collegiate, conference and bowl partnerships; [Gotickets.com](#), an online secondary ticket operation that specializes in sporting and entertainment events; and [Premiere Sports Alliances](#), a sports marketing group specializing in event management services, licensing, sponsorship and promotion.

About Pfungsten Partners

Pfungsten 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, Pfungsten 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 Pfungsten Partners Fund IV, a \$525 million fund activated in January 2009. For more information, visit www.pfungstenpartners.com.