



Former NHL Executive Launches Prodigy Sports

(Freehold, NJ, January 7, 2008) - Scott Carmichael, a 30-year-veteran of the sports industry and former head of the National Hockey League's Club Marketing Division, has announced the launch of Prodigy Sports Marketing.

Prodigy Sports will provide executive search and placement exclusive to the sports industry and consulting services to leagues, teams and other properties.

"I've been fortunate over the past 30 years to establish an extraordinary amount of outstanding relationships and believe I can become an asset to the sports industry by introducing individuals and organizations to new career, marketing, promotion and employment opportunities," said Scott Carmichael, president of Prodigy Sports.

Prodigy Sports has already been retained by the Dallas Cowboys to complete an expansion of their team's ticket sales division with the recruitment and eventual addition of new senior executives.

In addition to the Cowboys, Prodigy Sports will officially begin operations with a client roster that includes organizations such as ANC Sports Enterprises, the Arena Football League, Dallas Stars, Florida Panthers, New Orleans Saints and New Orleans VooDoo, Phoenix Coyotes, and Tampa Bay Lightning.

Mr. Carmichael is forming Prodigy Sports after serving as an executive vice president with ANC Sports Enterprises, which will become one of Prodigy Sports' largest clients. Previously he held senior executive positions with the National Hockey League, the Los Angeles Kings, Los Angeles Clippers and Toronto Argonauts (CFL).

For more information regarding Prodigy Sports and new job opportunities, such as the existing search for a Director, Corporate Sponsorships at the New Orleans VooDoo please contact Scott Carmichael at scott@prodigysports.net or (732) 303-9950.

About Prodigy Sports

Prodigy Sports, is a metropolitan New York-based company with 30 years of unparalleled expertise in the professional sports industry. Prodigy Sports will focus its core business practice predominantly on executive search and placement exclusive to the sports industry while also providing marketing consulting services to leagues, teams and other properties within the sports community.