



Prodigy Sports Places Senior Executive with Dallas Cowboys

Cowboys Conclude National Search with Hiring of Senior Director of Sales & Marketing

(Freehold, NJ, May 6, 2008) – Prodigy Sports, a specialized sports executive search firm, has announced the successful conclusion of a national search for the Dallas Cowboys with the placement of Michael Alford to senior director of sales & marketing.

Retained exclusively by the Cowboys, Prodigy Sports conducted an extensive search for the newly-created management position. Effective May 19th, Mr. Alford will join the Cowboys to develop and enhance new corporate sponsorships for the team and the new Cowboys Stadium, scheduled to open in 2010. He will report directly to Greg McElroy, senior vice president of sales & marketing.

Mr. Alford brings over ten years of experience in sports marketing and sales to the Dallas Cowboys. Previously the general manager of Crimson Tide Sports Marketing, Alford oversaw all aspects of the University of Alabama Athletics marketing, sponsorship and media rights retention. Prior to Crimson Tide Sports Marketing, Mr. Alford held various positions with ABC, Inc., University of Southern California, Cincinnati Bengals, and University of Cincinnati.

"Michael brings an exceptional track record of success generating extensive sponsorship revenue and new corporate partnerships to the Dallas Cowboys," said Scott Carmichael, founder and president of Prodigy Sports. "We are pleased to continue partnering with the Cowboys and look forward to assisting them with future executive search needs."

The Dallas Cowboys retained Prodigy Sports following Prodigy's prior successful executive placement with the team and their new Stadium venture. Officially starting business operations in January, 2008, Prodigy Sports has now placed two senior level executives with the Dallas Cowboys and the new Cowboys Stadium: vice president of sales & marketing with New Cowboys Stadium and Alford as senior director of sales & marketing.

For more information regarding Prodigy Sports, LLC and new job opportunities, including current searches, please visit www.prodigysports.net.

About Prodigy Sports, LLC

Prodigy Sports, LLC, is a metropolitan New York-based executive search, marketing and consulting company with 30 years of unparalleled expertise in the professional sports industry. Launched January, 2008, Prodigy Sports' core business practice focuses predominantly on executive search and placement exclusive to the sports industry, while also providing consulting and marketing services to leagues, teams, agencies, corporations and other properties within the sports community.