



PRODIGY SPORTS PLACES SENIOR EXECUTIVE WITH ORLANDO MAGIC

(Freehold, NJ, August 6, 2008) – Prodigy Sports, LLC, a specialized sports executive search firm, has announced the successful conclusion of a national search for the Orlando Magic with the placement of Joseph Andrade to senior director, ticket sales.

Retained exclusively by the Magic, Prodigy Sports conducted an extensive search for the key, senior-level position, which will be integral to the new Orlando Events Center scheduled to open for the 2010-11 National Basketball Association season.

Mr. Andrade began his new role with the Magic last week and will focus on season, group and individual ticket sales, while also playing a pivotal role in transitioning the existing Magic season ticket base to the new, state-of-the-art facility.

“Joe brings a rich history of sales leadership and success to the Magic and is an excellent addition to their staff as they embark on the opening of a new arena in two years,” said Scott Carmichael, founder and president of Prodigy Sports. “Prodigy Sports was honored to work closely with several senior level executives with the Magic, truly one of the classiest and preeminent organizations in all of professional sports.”

Mr. Andrade brings over 10 years of ticket sales, operations and leadership experience to the Magic. Previously the director of sales for the Los Angeles Clippers of the NBA, Andrade helped increase sales for the Clippers by over 200% during his four year tenure in Los Angeles and also helped raise the Clippers to near the top of the league in Group Sales results. Prior to the Clippers, Mr. Andrade worked with the Miami Heat, New Orleans Hornets, Tampa Bay Devil Rays and Tampa Bay Lightning in various ticket sales capacities.

Officially launching business operations in January, 2008, Prodigy Sports, LLC has now placed senior level executives with the Dallas Cowboys, Orlando Magic and the Arena Football League and is currently engaged in national searches with the Los Angeles Lakers, Palace Sports & Entertainment/Detroit Pistons and another key role with the Dallas Cowboys, Prodigy’s third national search with the Cowboys, one of the most recognizable sports brands in the world.

For more information regarding Prodigy Sports, LLC and new job opportunities and consulting projects, 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.