



ANC SPORTS ENTERPRISES, LLC is a leading provider of integrated multimedia systems and a full range of marketing services to more than 200 sports teams, leagues, venues, events and corporate sponsors. ANC's complete product and service offering includes Light Emitting Diode ("LED"), rotational, and fixed visual displays; leading-edge, proprietary digital media software and control systems; signage operation and maintenance; marketing consultation; graphic design; and printing production. Since inception, ANC has demonstrated a proven ability to enhance the sports fan's in-game experience while maximizing sponsorship opportunities for its clients, including introducing many of today's newest signage technologies and advertising platforms used throughout sporting events worldwide.

ANC FAST FACTS

- Founded in 1997 by Jerry Cifarelli, the company's President and Chief Executive Officer, and Alan N. Cohen, a senior executive for many years in the sports and entertainment industries.
- Acquired by Palladium Equity Partners in 2009 to launch a coordinated effort to build a larger sports platform.
- 190 employees located across North America.
- Headquarters: Purchase, New York; Regional Warehouse: Atlanta, Georgia.
- Annual revenues exceed \$50 million.

SENIOR MANAGEMENT

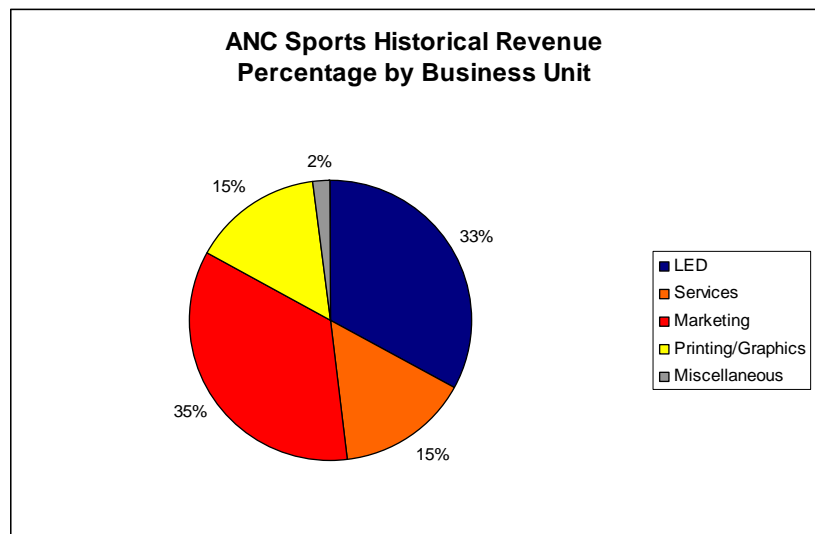
Jerry Cifarelli, President and CEO; David Bialek, President of ANC Sports Marketing; Dan Fumai, EVP Finance; Chris Mascatello, EVP Technology Sales; Mark Stross, Chief Technology Officer; Siobhan Mason, SVP Administration.

FINANCIAL HIGHLIGHTS

- ANC has generated over \$380 million in sales since inception.
- Installed over \$250 million of stadium signage.
- Created more than \$30 million of partnerships between teams and sponsors annually including core clients, State Farm, Lumber Liquidators, Monroe Shocks and Hankook Tire.

CLIENT HIGHLIGHTS

- Client roster includes over 50% of professional teams and hundreds of Universities in North America.
- Client retention rate of 98%.



ACHIEVEMENTS

- Debuted courtside signage in the WNBA.
- Introduced digital courtside signage to the NBA and WNBA.
- Acquired ScorePAD game-in progress software in 2010.
- Created basket stanchion arm advertising inventory for NCAA and NBA basketball.
- Patented VisionSOFT™ operating system is named one of the top five fan enhancing technologies of 2011 by SportsBusiness Journal.
- Installed first LED signage around perimeter of a tennis, ice skating, and rodeo events in the United States.
- VisionSOFT became the first 64-bit operating system in sports, changing game presentations with unprecedented flexibility and technology integration capabilities in 2011.
- LED signage at Seattle's Safeco Field named 'the best out-of-town scoreboard in the game' by ESPN.com's Jim Caple.

WEBSITE

<http://www.ancsports.com>

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ANC TECHNOLOGIES


ANC Technologies provides venues throughout North America with integrated digital signage powered by cutting-edge software systems. These integrated systems are used in a number of areas throughout a facility, including scoreboards, center-hung video displays, fascia boards, perimeter signage, and concourse video walls, among numerous other applications. ANC uses the most advanced LED, DLP®, LCD and Plasma technologies, providing its partners with the highest quality visuals in sports. Dedicated to the research and development of new signage technologies, ANC created the patent-pending VisionSOFT digital display control system to simplify the operation of digital displays while maximizing the technology's capabilities. VisionSOFT is the only 3D interface capable of controlling multiple displays through one console and is also the first 64-bit operating system in sports. Capable of distributing uncompressed video to its displays, VisionSOFT provides resolutions and color depths not seen anywhere else in the industry.

ANC MARKETING


As the company's national advertising sales division, ANC Marketing partners with sponsors, teams, leagues, and venues to develop high-impact sponsorship programs that generate new business opportunities throughout the sports and entertainment marketplace. Originally founded in 1999, the division launched an aggressive growth strategy in 2006 with the addition of current ANC Marketing president, Dave Bialek. A recognized expert in the sports marketing industry, Bialek has been awarded Sports Business Journal's prestigious Forty Under 40 award for creating unique, memorable partnerships between advertisers and sports properties. The marketing team creates ground-breaking sports initiatives to help numerous clients build their brands through high profile in-game visibility, including lasting impressions beyond the live broadcast with advertising placements appearing in replays, commercials, late night shows and national news programming. Services include:

 Sponsorship Sales

 Ticket Sales Strategies

 Team Services

 Brand Enhancement


 Marketing Consultation

ANC ROTATIONAL


ANC Rotational Signage provides courtside, home plate, field level, event-side and backlit fascia rotational signage to hundreds of events every year. Originally established as provider of rotational signage, ANC became the exclusive supplier for the WNBA in 2007 before signing 19 new customers the next year. Today, the company has emerged as the leading supplier of rotational signage for more than 200 sports teams, venues and televised events. ANC's rotational signage products and services are used by many of the premier franchises in the world, including the Los Angeles Lakers, New York Yankees and Boston Red Sox.


ANC DESIGN

The in-house creative production arm of ANC brings a high level of quality graphics and animation design to our clients' displays. Our design team specializes in creating impactful visuals specifically for sports venues, which help create an exciting event atmosphere. With more than 60 years of combined experience in sports signage production, our design team creates all the content for our partners' displays such as statistical templates, sponsor graphics, game animations, team opens, and video tributes. Services include:

 Sponsor Advertisements

 Franchise Branding


 Game Prompts


 Motion graphics and type animations


ANC SERVICES


ANC Sports' client services team, operations department, signage project management and content creation team work together to provide clients with a full spectrum of capabilities which are unmatched by any of ANC's competitors and are supported by unparalleled client services such as signage operations and project management. This integrated approach ensures every new installation and existing signage system maximizes revenue, while enhancing the live event atmosphere. Our client services department is responsible for the coordination and production of all artwork, rotational or digital signage, as well as compiling daily event reports for our partners. ANC connects teams and sponsors with a dedicated account executive to service all rotational, LED and DLP® needs. Additionally, the company works directly with all subcontractors, managing the entire process from RFP submittal to onsite installation. Our onsite installation team has a combined 50 years of experience in the field, ensuring each installation is of the highest quality. Services include:

 Facility Analysis

 Control Room Design

 Display Housing Design

 Live Event Operation

 Installation of new artwork

 24 hour technical support