

**BRUIN SPORTS CAPITAL NAMES DAVID ABRUTYN AS EXECUTIVE VICE PRESIDENT AND
PRINCIPAL**

***Former IMG Consulting Senior Vice President & Global Managing Director is Named as Bruin
Sports Capital's Second Major Hire***

New York, New York – March 2, 2015 – Bruin Sports Capital, a privately held international sports, media, marketing and branded lifestyle company, announced today that David Abrutyn has been named Executive Vice President and a Principal in the firm. Abrutyn brings more than 23 years of global sports & entertainment industry experience to Bruin Sports Capital.

Previously IMG Consulting's Senior Vice President & Global Managing Director, Abrutyn was responsible for the global leadership and management of the consulting business within IMG Sports and Entertainment. He led a team of over 160 executives in 20 offices across 13 countries focused on corporate consulting, strategy, activation, communications, public relations, property consulting, public sector and tourism consulting. Abrutyn joined IMG in 1999 and during his 15 years at the company worked with many of the Fortune 500 companies and major global sports properties in the development and implementation of sports and entertainment marketing strategies.

At Bruin Sports Capital, Abrutyn will be responsible for working across the portfolio of companies and utilizing his 23 years of experience of building brands in the sports and entertainment industries

"David is admired, trusted and respected by executives from sports and entertainment properties, media entities and brands around the world," said George Pyne, Founder & President of Bruin Sports Capital. "His skills in getting in the trenches and building global businesses, working with clients to generate innovative ideas and creating cultures of transparency and inclusion are a welcome addition to the Bruin partnership team."

"Becoming a principal at Bruin Sports Capital and having the opportunity to work again with George, Tony Crispino and others that will join us in the future is the perfect next step in my career," said Abrutyn. "I am excited about the possibilities that exist for us to work with our investors and put our collective experience and relationships together to do remarkable things with great people and companies around the world."

About Bruin Sports Capital

Bruin Sports Capital is a privately held international media, sports, marketing and branded lifestyle company. Bruin Sports Capital raised \$250 million in equity capital, which provides for \$500 million dollars in buying power to acquire, operate and build businesses in the respective segments. WPP, the world's largest communications services group, is leading Bruin Sports Capital's international syndicate of investors. George Pyne, an American business executive, founded Bruin Sports Capital in 2014. Pyne's twenty-five year record of accomplishments in building businesses and superior management teams led to the transformation of both NASCAR and IMG, creating billions of dollars in shareholder value for the respective companies. Bruin Sports Capital's investor base, along with Pyne's reputation, will allow access to the best deals, and will provide a long-term and flexible capital structure, operating expertise and a heightened speed of execution. Bruin Sports Capital's global access and wherewithal will position the company for unparalleled value creation opportunities.

For more information, go to www.BruinSportsCapital.com.

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