

BRUIN SPORTS CAPITAL ACQUIRES ENGINE SHOP MARKETING AGENCY

Innovative, award-winning agency is Bruin Sports Capital's next major investment

November 9, 2015 – Bruin Sports Capital, the media, sports, marketing and branded lifestyle venture launched in 2015 by George Pyne today announced the acquisition of Engine Shop, an experiential marketing agency known for its creative approach to engagement and amplification of marketing programs across the entertainment, sports, fashion, consumer and lifestyle sectors. The agency was named to the 2014 Inc. 5000 list of America's Fastest Growing Private Companies, was the recipient of Ad Age's Best Places to Work award and is featured annually on Event Marketer's IT List, a compilation of the top experiential shops in the industry. Engine Shop's cutting-edge work on behalf of their clients has been cited in numerous industry award competitions. The New York City-based agency also operates from offices in Los Angeles, Miami and Atlanta.

This is the latest major deal for Bruin Sports Capital following its investment in NFL On Location last April, which launched Bruin's presence into the global sports and entertainment hospitality industry by offering unique access and experiences at marquee NFL events including the Super Bowl, Pro Bowl, Draft and International Series Games. The acquisition of Engine Shop establishes Bruin Sports Capital in global sports marketing services, expanding its portfolio of platform businesses.

"Engine Shop has the essential characteristics we value at Bruin Sports Capital: talent, innovation, and a commitment to excellence," said **George Pyne**, Founder and CEO of Bruin Sports Capital. "Our experience building and operating businesses and access to long term capital will help enhance Engine Shop's ability to accelerate their growth."

"Engine Shop is an independent, entrepreneurial agency committed to our culture, clients and staff," said **Brian Gordon**, CEO of Engine Shop. "We have always been driven to do bold things that will keep the agency ahead of the curve and by aligning with George, David and the rest of their team, we now have partners with 25 years of global agency experience and long term capital who will support our vision and mission."

Engine Shop management will continue to operate the business and Bruin Sports Capital Partners, led by David Abrutyn will collaborate to support their efforts and help drive the further growth and expansion of the agency.

"Engine Shop was created by a group of people to thrive in today's dynamic market where experiences, engagement and digital amplification are at the center of the marketing mix," said **David Abrutyn**, Executive Vice President and Principal of Bruin Sports Capital. "We look forward to supporting the management team and exceptionally talented staff to meet the expanding needs of Engine Shop's present and future clients."

Bruin Sports Capital will continue to look for other high-value, under-leveraged assets to enhance their position as leading marketers and operators in the sports, entertainment and lifestyle industries.

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 international business executive, founded Bruin Sports Capital in 2015. 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.

About Engine Shop

Engine Shop is an experiential sports, entertainment and lifestyle marketing agency that develops and activates marketing programs for its clients while seamlessly integrating digital, social and mobile extensions to create deeper and broader engagement between brands and consumers. The agency's clients include Anheuser-Busch, Dream Hotel, ESPN, Inc. Magazine, Johnson & Johnson, Mercedes-Benz, Moët Hennessy, Motorola, Nike, and Tiffany & Co., among others. Engine Shop is headquartered at 150 5th Avenue in New York City with offices in Beverly Hills, Atlanta and Miami Beach.

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