

FOR IMMEDIATE RELEASE

Athletic Resource Management, LLC and ProFiles Sports, Inc Announce Plans to Merge Operations, Creating an Industry Leader in Professional Sports Representation

MEMPHIS and ATLANTA, November 18, 2010 – Jimmy Sexton and Pat Dye, Jr. announced today their plans to merge operations of their firms, Athletic Resource Management, LLC and ProFiles Sports, Inc. The newly formed company will be called SportsTrust Advisors. The merger combines two of sports management's most established and dynamic agencies, resulting in a company well positioned to offer athletes and coaches elite representation throughout their careers.

Bill Johnson, Dye's longtime partner and Michael Perrett, a 10 year veteran of the business, will join the new group. Jim Denton, who has been with Sexton for 12 years, will also join the new venture. The five principal members of the football division offer 90 years of combined experience.

SportsTrust will collectively represent over 100 professional football and baseball players and more than 40 prominent football, baseball, and basketball coaches. The baseball division will continue to build its burgeoning practice upon its representation of 2010 World Series' champion Matt Cain.

Mr. Sexton stated that, "We are excited about creating a company that will be able to offer the highest quality of services to professional athletes and coaches and serve the needs of those groups at every level of their careers. Both of our companies were developed with the idea that competence and integrity truly matter, and SportsTrust will certainly maintain these core values."

Mr. Dye commented, "This merger creates a unique presence in a very competitive industry. By joining forces, we will be able to serve the needs of our clients more effectively through synergies gained from our combined resources. We will continue to deliver a level of service that every professional athlete and coach deserves in their representation."

Mr. Sexton added, "This combination is clearly in the best interest of our clients and we are excited to offer them even greater value in our services."

SportsTrust will maintain its offices and current employees in Memphis and Atlanta. The new company's website is under development and will be announced at a later date. For more information on the respective firms, please visit www.sextonsports.com and www.profilesports.com.

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