



THE
INNOVATION
GROUP



INNOVATION
PROJECT DEVELOPMENT



INNOVATION
MARKETING



INNOVATION
MANAGEMENT
SERVICES



INNOVATION
food & beverage



INNOVATION
SPORTS & ENTERTAINMENT

THE INNOVATION GROUP OF COMPANIES ANNOUNCES SPORTS & ENTERTAINMENT PRACTICE

September 13, 2011 (Littleton, Colorado)

FOR IMMEDIATE RELEASE

The Innovation Group of Companies is pleased to announce the formation of a new specialty advisory practice within The Innovation Group: Innovation Sports & Entertainment.

The Innovation Sports & Entertainment division is led by Managing Director John Swiatek, a 25-year veteran specializing in the sports, entertainment, hospitality, racing and gaming industries. Through various advisory, management and ownership roles, Mr. Swiatek's extensive network of clients includes NFL and NBA franchises, major and minor league baseball operations, racing associations, PGA tour events, sports broadcasting and media outlets, major universities, and state and local agencies. From sports marketing and management to stadium naming rights and other sponsorships, Mr. Swiatek has addressed every key role expected of a leading sports and entertainment advisor, and his network of industry relationships is second to none.

Mr. Swiatek has worked alongside the Innovation team as a specialty consultant throughout the past decade, and The Innovation Group recognized that the time was right to expand the relationship. "John Swiatek will be an important addition to The Innovation Group of Companies," said President Stephen J. Szapor, Jr. "A seasoned industry professional, John has the capacity to support the Innovation team on a wide range of project types. He helps further diversify our capabilities with exceptional insight regarding expanded entertainment offerings that will appeal to our national/international client base as well as untapped sports operations at the regional, university and professional level."

Swiatek added, "The Innovation Group has been the most respected advisory firm in gaming, entertainment and hospitality for more than two decades, and I am pleased to help them further their expertise specific to the areas of sports and leisure. The sports industry in the U.S. has enormous potential, with an annual market estimated between \$425 - \$450 billion annually. Add in the parallels and advantages of The Innovation Group's globally recognized entertainment expertise, and the Innovation Sports & Entertainment practice became a natural path for us to follow together."

Earlier this month, Swiatek and the Mylan Classic event team helped produce a successful PGA Nationwide Tournament in Pennsylvania. Swiatek worked diligently with the Mylan staff to secure sponsors, media partners and entertainment for the event. The week-long Mylan Classic had an estimated \$9 million impact on the Washington County economy, and all four rounds were broadcasted by The Golf Channel both nationally and internationally. In addition, the event

raised over \$450,000 for local charities. Jeff Kotula, President of the Washington County Chamber of Commerce said, "John Swiatek brought the event idea to our county and he and the Mylan Classic team have made it a huge success for our region".

Other recently added clients include Alabama State University, Savannah State University, and The Toledo-Lucas County Convention and Visitors Bureau.

Services offered by Innovation Sports & Entertainment include:

Financial Analysis
Feasibility Studies & Market Assessments
Economic Impact
Marketing & Sales
Branding
Qualitative & Quantitative Research
Public Relations
Marketing & Business Plans
Sponsorships & Naming Rights

Strategic Planning
Management Advisory
Operations Evaluation
Pre-Opening & Post-Opening
Food & Beverage
Turnaround Analysis & Implementation
Site Selection & Master Planning
Project Development & Owner Representation
Government Presentations & Approvals

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