



HARLEM GLOBETROTTERS
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PUBLIC RELATIONS STAFF

**HARLEM GLOBETROTTERS GEAR UP FOR 90TH ANNIVERSARY;
PARTNER WITH FIVE OF THE NATION'S LEADING AGENCIES**
*The legendary Globetrotters team up with Lead Dog Marketing Group,
Licensing Street, The Whistle, United Talent Agency and Coyne PR to Celebrate Milestone*

(PHOENIX, Feb. 17, 2015) – [Harlem Globetrotters International, Inc. \(HGI\)](#) announced today that it has partnered with Lead Dog Marketing Group, Licensing Street, The Whistle and United Talent Agency, along with incumbent public relations firm Coyne PR, to help promote the 2016 world tour and celebrate its 90th year of ball handling wizardry, basketball artistry, and one-of-a-kind family entertainment.

“The Harlem Globetrotters will make our 90th anniversary the biggest in our storied history, and we are thrilled to have it come to life with help from these fine agency partners,” said Harlem Globetrotters CEO **Kurt Schneider**. “The Globetrotters have put smiles on people’s faces for nine decades and have now engaged a whole new generation of fans who will love this brand for years to come. Coming off our most successful year ever, we’re looking to our agencies to build on that success and bring the brand to a whole new level of popularity.”

In preparation for their 90th anniversary, the Globetrotters have partnered with [United Talent Agency](#) (UTA), one of the largest talent agencies in the world. With more than 135 agents representing actors, writers, directors, producers, recording artists and corporate brands, UTA will fit the Globetrotters with the strongest roster off the court. Some of UTA's key clients include actors Channing Tatum, Owen Wilson, and Kevin Hart; directors such as Wes Anderson, Alfonso Cuarón, and Judd Apatow; as well as digital stars such as Michelle Phan.

"The Harlem Globetrotters are one of the few truly globally-recognized brands. You can go anywhere in the world, say 'Globetrotters,' and it will put a smile on people’s faces, young and old,” said **Brent Weinstein**, Head of Digital Media at UTA. “We are very excited to work with Kurt (Schneider) and his team in order to continue to build the Globetrotters’ business, brand and legacy.”

In addition to UTA, the Globetrotters have joined forces with [The Whistle](#), the first sports social network aimed at serving young millennial fans solely through the social video platforms they live on. The Whistle is not only associated with the Harlem Globetrotters, but also professional leagues, such as the NFL, PGA Tour, and Major League Baseball, among others.

"For decades, fans had to wait several months for the Globetrotters to come to their hometown, but now they can enjoy the Globetrotters' humor, skill and spirit whenever they want online,” said Whistle Sports Executive Vice President **Brian Selander**. “We're proud to partner with the Globetrotters and make their content immediately available and sharable for millions of fans around the world to enjoy.”

The legendary Globetrotters have also partnered with [Licensing Street](#), a boutique licensing and consulting firm headquartered in New York City. Licensing Street’s extensive experience runs across a wide range of

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entertainment properties. Having worked on some of the biggest and most beloved entertainment properties, such as Octonauts, Daniel Tiger's Neighborhood and Chuggington, Licensing Street will support the Globetrotters' efforts with developing licensed properties across all retail channels.

"Licensing Street is proud to be working with this iconic sports entertainment franchise, one that we all grew up with and still enjoy today," said **JJ Ahearn**, Managing Director of Licensing Street.

Last but not least, the Globetrotters have also brought on [Lead Dog Marketing Group](#) to help generate excitement for the upcoming their 2016 world tour and 90th anniversary. As an award-winning integrated marketing agency, LeadDog emphasizes the power of the idea and specializes in brand, cause, sports, food/beverage, and media/entertainment properties. Some of Lead Dog's marquee clients include Amtrak, Intel, NASCAR and World Wrestling Entertainment (WWE).

"The Harlem Globetrotters are a compelling, values-driven, innovative brand that gives unparalleled access to both its fans and partners through their tour, first and foremost, as well as their digital properties and grassroots activation nationwide," said **Dan Mannix**, President and CEO of LeadDog Marketing Group. "Their values-first proposition separates them from others in the sports and entertainment space, making them the safe and trusted answer for brands.

"Having seen the Globetrotters play at Nassau Coliseum as a kid is an experience I'll always remember," added Mannix. "LeadDog Marketing Group is honored to be working with this historic organization and looks forward to the next 90 years."

The North American leg of the Harlem Globetrotters' [2015 "Washington Generals' Revenge" World Tour](#) will run through May 2015. Featuring some of the greatest athletes and entertainers on the planet, the Globetrotters will perform over 310 shows in North America, bringing their unrivaled family experience to more than 250 cities in 49 U.S. states and nine Canadian provinces. For more information, or to purchase tickets, visit www.harlemglobetrotters.com.

About LeadDog Marketing Group

LeadDog Marketing Group, Inc. is a 15-year old, 160+ person turnkey marketing solutions agency headquartered in New York City with satellite offices in San Francisco, Washington, D.C., Columbus, Boston, and Mexico City. LeadDog was named one of the Top 10 Job Creators in the Advertising and Marketing Industry by Inc. magazine in 2012 and has been on the Inc. 5000 list since 2010. LeadDog was also named to the inaugural Crain's New York Fast 50 in 2012, and has been featured as a top five sports event/experiential agency by SportsBusiness Journal twice in the past three years. LeadDog specializes in brand, cause, sports, food/beverage, and media/entertainment properties. Marquee clients include: Amtrak, Intel, REI, Equinox, Reebok, Memorial Sloan Kettering Cancer Center, 2014 NY/NJ Superbowl Host Committee, Citi Bank, ABC Television, Syfy, and Kohl's. LeadDog is a truly full-service integrated marketing agency with services all under one roof including: experiential marketing, strategic partnerships, design/branding, strategic communications, digital/interactive, social media strategy, and sweepstakes/contests. For more information, please visit www.leaddogmarketing.com.

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About Licensing Street

Founded in 2009, Licensing Street, LLC, is a licensing and consulting firm headquartered in New York City. Its experience includes work on some of the most successful and beloved entertainment properties of all-time. The firm specializes in strategically developing licensed properties across all retail channels.

About The Whistle

Whistle Sports is the first sports social network created to serve young millennial fans and athletes by curating and creating authentic content across the social video platforms they live on. The company's owners, investors and content partners include sports heroes such as Derek Jeter and Peyton Manning and pro league partners like the NFL, PGA Tour, Major League Baseball, NASCAR, Major League Lacrosse, AVP (pro volleyball), Major League Soccer and the Harlem Globetrotters. Whistle Sports currently has studio offices in New York, Dallas, Los Angeles and London.

About United Talent Agency

United Talent Agency is a premier global talent and literary agency representing many of the world's most acclaimed figures in every current and emerging area of entertainment and media, including motion pictures, television, digital, broadcast news, legit theater, video games, books, music, and live entertainment. The agency is also globally recognized in the areas of film finance, film packaging, branding, licensing, endorsements and representation of production talent. UTA additionally provides corporate consulting, venture funding and strategic advisory services to companies ranging from start-ups to Fortune 500 companies. UTA operates the brand strategy agency UTA Brand Studio and owns market-leading broadcast news agency N.S. Bienstock. UTA founded and co-owns leading integrated marketing firm United Entertainment Group, A DJE Company, which focuses on branded entertainment for major consumer brands.

About the Harlem Globetrotters

Sponsored by World Vision, Greyhound Lines and Baden Sports, The Harlem Globetrotters® are celebrating their 89th consecutive year, continuing a world famous tradition of ball handling wizardry, basketball artistry, and one-of-a-kind family entertainment that continues to thrill fans of all ages. Harlem Globetrotters International, Inc. is a wholly-owned subsidiary of Herschend Family Entertainment Corporation, the largest family-owned themed entertainment company in the U.S. Throughout their history, the Original Harlem Globetrotters have showcased their iconic talents in 122 countries and territories on six continents, often breaking down cultural and societal barriers while providing fans with their first-ever basketball experience. Proud inductees of the Naismith Memorial Basketball Hall of Fame, the Globetrotters have entertained hundreds of millions of fans-among them popes, kings, queens, and presidents-over more than eight thrilling decades. For the latest news and information about the Harlem Globetrotters, and to purchase tickets and team merchandise, visit the Globetrotters' official Web site: www.harlemglobetrotters.com.

About Coyne PR

Coyne is a full-service, integrated communications agency with expertise in a variety of industries. The agency consistently displays the knowledge and creativity that has made it one of the fastest-growing agencies. The agency is a member of the Worldcom Public Relations Group, the world's leading partnership of independently-owned PR firms, and prominent clients include The Walt Disney Company, Hard Rock International, Red Robin Gourmet Burgers, Chrysler, Goodyear Tire & Rubber Company, Shell Lubricants, Columbia Business School and Pfizer. Clients look to Coyne for its amazing combination of unbridled imagination, limitless enthusiasm,

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unwavering strategic approach and impeccable integrity. Fueled by the agency's mission to be the best place to work, employees deliver high-profile programs that drive visibility, engagement and growth for many of the world's most-trusted brands. The agency has evolved far beyond its PR roots with a dedicated social media practice, an award-winning digital design group and a full advertising and marketing team. Coyne has won more than 750 industry honors in the past decade, including Midsize Agency of the Year by *PRWeek*, Consumer Agency of the Year, Best Agency to Work For in America and Small Agency of the Year by *The Holmes Report*.

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