

Fall 2007 Newsletter Marketing News

Lunar Sports Group recently secured the services of former NFL great **Marshall Faulk** for participation in an ad for Miller Lite that ran in **ESPN The Magazine**. In the advertorial, Faulk, who starred as



a running back in college for San Diego State and is also a big fan of NASCAR, discussed the similarities of the two sports. Like many former players before him, Faulk has successfully transitioned from playing the game to talking about the game.

He is currently working as an analyst for the NFL Network.

Dallas Cowboys tight end and Verona, NJ native, **Anthony Fasano** was back in his hometown for a celebratory luncheon. The



American Bank of New Jersey ran a promotion during its Grand Opening in which four lucky winners got to have lunch with the former Notre Dame standout. Fasano also recently appeared on behalf of EA Sports at a **Best Buy** in Plano, TX. The second year pro signed autographs, took pictures, and played Madden 08 with fans in attendance.



In August, EA Sports released the latest version of their NCAA Football franchise, **NCAA 08**. In support of the new game, eight NFL Rookies took time to chat with fans on ESPN.com about what it was like playing big time college football and what to expect from their former teams in the

coming year. Lunar Sports Group organized chats

with **Brian Leonard** (Rutgers), **Joe Staley** (Central Michigan), **A.J. Davis** (N.C. State), **Ben Grubbs** (Auburn), **Garrett Wolfe** (Northern Illinois), **Mansfield Wrotto** (Georgia Tech), **Brandon Frye** (Virginia Tech), and **Scott Chandler** (Iowa).

On behalf of **Nikon**, Lunar Sports Group set up an appearance with Seattle Seahawks wide receiver **Bobby Engram**, at Ft.



Lewis in Seattle. Engram spent the day visiting wounded soldiers, signing autographs, and taking pictures with military families. The 12 year NFL veteran also stopped by neighboring McChord Air Force Base, where he had the unique opportunity to participate the Air Force's Flight Simulator! Said Engram, "I really enjoyed myself and gained a different perspective & appreciation for what our soldiers are doing for our country."



Lunar Sports helped add some excitement to summer camps this year by organizing appearances by legendary softball pitcher **Jennie Finch** and NY Knicks star forward

David Lee. Jennie spent time giving tips on everything from pitching and hitting, to how to deal with pressure on and off the field. She also had the honor of launching the camp's annual Color War! David told stories of his personal basketball journey, life in the NBA, and the importance of making the right decisions off of the court to help stay on the right track. David also served as a judge/referee in a number of camp activities.



Fall 2007 Newsletter Client News

Football



Lunar Sports client **Ralph Brown** has signed with the Arizona Cardinals. The seven year veteran spent last season with the Browns, compiling 36 tackles and a career high eight pass deflections. Ralph's first interception of this season came in week four against the Pittsburgh Steelers. The pick thwarted a comeback attempt by the Steelers, giving the Cardinals a 21-14 victory.

Basketball

With the end of summer in America comes the start of the Pro Basketball season in Japan. Once again Lunar Sports Group has sent a handful of clients to the land of the rising sun to play in the BJ League. All-Star guard **Rasheed Sparks** returns to the Takamatsu Five Arrows where he is joined by the returning **Reggie Warren** and new comer to the BJ League, **Steve Horne**.



Horne played last year in Finland's top division for Karhut Kauhajoen where he won a league championship. He hopes to add to a potent mix of talent in Takamatsu who lost in the BJ League Finals as an expansion team last season.



Broncos this season.

Andy Feeley will also be returning to Japan and will play once again for the Saitama Broncos. The versatile big man out of UMBC posted an impressive 16 ppg and 9 rpg in his first season with the Broncos. Former NBA player David Benoit will be coaching the

Iona College men's basketball head coach Kevin Willard named Lunar Sports client, **Shaheen Holloway** as an assistant coach. Holloway heads to Iona after serving the 2006-07 season as an administrative assistant at Seton Hall. "We're extremely excited to have Shaheen join our program. Shaheen brings not only a great relationship to the Metropolitan area, but a great passion for the game of basketball," said Coach Willard. "The fact that he is not too far removed from his playing days gives him a unique ability to understand the player-coach relationship."



New Client Profile

Lunar Sports Group is proud to welcome **Phil Southerland** as its newest client. Southerland is a professional cyclist who was diagnosed with Type 1 Diabetes (also known as Juvenile Diabetes) at seven months of age. Phil (now 25) has been riding for 12 years and is currently a category one cyclist. His diabetes has taught him to live a disciplined lifestyle giving him control over every aspect of his life. Phil travels around the United States speaking to groups of people who have had diabetes impact their lives and work. Phil is passionate about helping people understand how to be healthy with diabetes. In 2004, he founded **Team Type 1** which is a team comprised of inspirational cyclists all who have Type 1 Diabetes. They have won the Race Across America (RAAM) for two consecutive years in the eight person Corporate Challenge and recently won the overall title. It is Phil's goal to have Team Type 1 racing in the Tour de France with in five to seven years. For more info on Phil, please visit **TeamType1.org**

