



Brooklyn Sports & Entertainment and Cooper Holdings, Inc. Introduce the Naming Rights Company ENTITLE

BROOKLYN and ATLANTA (Nov. 28, 2016) – Brooklyn Sports & Entertainment (BSE) and Cooper Holdings, Inc. have formed ENTITLE, a naming rights company, which is a collaboration between two industry leaders in sports, entertainment and marketing. ENTITLE’s mission is to provide properties and brands with effective and meaningful partnerships.

Brett Yormark, CEO of BSE, and Lonnie Cooper, CEO of Cooper Holdings, have collaborated on projects together for more than 15 years. By bringing their respective resources together through ENTITLE, they are creating a dynamic and focused company that will provide a host of premium services to their clients. Mike Zavodsky, who is currently BSE’s Executive Vice President of Global Partnerships, will expand his current role to serve as President of Sales for ENTITLE.

“I’m passionate about creating opportunities for brands and venues to come together in naming rights partnerships, which is reflective in our successful activity over the years in the Tri-State area,” said Yormark. “Now I’m thrilled to team with Lonnie and Mike on this new venture and to take our best practices and skill-sets nationally.”

“To be able to take the expertise that we have under the Cooper Holdings umbrella as it relates to creative and analytics and marry it with BSE’s experience and success will add a whole new dimension to how we approach naming rights sales and partnerships,” said Cooper, who heads Cooper Holdings, which is comprised of five key companies, including CSE and CSE Talent. “I am energized as we take our current relationship with Brett, Mike and BSE to a whole new level.”

ENTITLE will aim to deliver a fully integrated model that aligns brands with properties to fulfill their strategic goals. Using a data driven process to maximize value for both the property and sponsor, ENTITLE will identify through analytics all of the potential elements to benefit both parties. This key differentiator will ensure the best match possible, which is critical for long-term investments and partnerships. Throughout the partnership, ENTITLE will provide resources and continued evaluation to keep the sponsorship relevant, as well as maximize potential.

Earlier this month, BSE announced it had secured New York Community Bank (NYCB) as the presenting partner for BSE’s New Nassau Veterans Memorial Coliseum. BSE has also been responsible for the naming rights partnerships for Barclays Center, IZOD Center, Rutgers’ High Point Solutions Stadium, and Ford Amphitheater at Coney Island Boardwalk. BSE and Cooper Holdings have collaborated in this space before, as Cooper Holdings provided the back-end analytics and valuations utilized in the naming rights sales of Barclays Center and The New Coliseum presented by NYCB.

For more information on ENTITLE, please visit entitlesales.com.

BROOKLYN SPORTS & ENTERTAINMENT

Brooklyn Sports & Entertainment (BSE) develops and operates state-of-the-art venues and manages premier sports franchises, delivering dynamic content and experiences for audiences. BSE oversees programming, marketing, sales, and operations for Barclays Center and Nassau Veterans Memorial Coliseum Presented by New York Community Bank, and manages and controls the NBA's Brooklyn Nets and its Development League team, the Long Island Nets, as well as the business operations of the NHL's New York Islanders.

Barclays Center, which opened on September 28, 2012, offers 17,732 seats for basketball, 15,795 for hockey, and up to 19,000 seats for concerts, and has 101 luxury suites, four bars/lounges, four clubs, and 40/40 CLUB & Restaurant by American Express.

The New Coliseum Presented by NYCB, scheduled to reopen April 5, 2017 after extensive renovation, will offer 13,000 seats for hockey, 13,500 for basketball, and 14,500 for concert configurations, with the ability to flex up. The bowl will have a theater seating option for 4,000 guests.

With a focus on emerging businesses, BSE identifies and creates alliances, strategic partners and other business opportunities to ensure the success of its assets. For additional information, please visit Brooklynse.com.

COOPER HOLDINGS, INC.

Cooper Holdings, Inc. is a privately-held holdings company comprised of subsidiary businesses in the marketing, sports and entertainment industries. These subsidiaries include **CSE**, a marketing agency focused on sports marketing and sponsorships; **CSE Talent**, an industry-leading sports and broadcast talent representation agency; **If/Then**, a digital agency providing clients innovative technology solutions; **Justice Network**, a 24/7 multicast network delivering entertainment programming with a commitment to safety; and **Vantedge**, an insights, analytics and performance optimization company providing clients with a sustainable intelligence advantage.

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