

PATTISONSPORTSGROUP

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FOR IMMEDIATE RELEASE

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Pattison Sports Group Announces the Hiring of Chris Gonzales and Myles Monaghan

Thornton, PA, August 31, 2011 - Pattison Sports Group, the premier sports marketing firm in the Philadelphia area announced that Chris Gonzales and Myles Monaghan have joined the organization.

Gonzales joins Pattison Sports Group in the position of General Manager of the Metro Atlantic Athletic Conference where he is responsible for leading and growing the MAAC's corporate partner program. In his career of 15+ years, Gonzales has specialized in building client relationships, developing new business, designing marketing strategies, and improving marketing performance.

A Yonkers, N.Y. native, Gonzales comes to the Conference after serving as the Assistant Athletics Director for External Operations at Mercy College; a Division II school in Westchester County, N.Y. Gonzales got his start in sales with Sports Systems Services, Inc., based in Fort Lee, N.J., before continuing at PrestoSports, Inc., a website design and hosting company in Rockville, Md. A former student-athlete at Hobart College, where he graduated in 1993 with a B.A. in Classics, he resides in Cedar Grove, N.J.

Monaghan will serve as Director of the Healthy Kids Running Series and Account Manager for PSG's series of national club team lacrosse events. Monaghan is a recent graduate of Haverford College in PA where he played lacrosse. He resides in Philadelphia.

A native of Mamaroneck, Monaghan earned a Political Science degree while playing lacrosse at Haverford College. During school he exercised this entrepreneurial spirit by opening Monaghan Maritime, a boat cleaning and repair business out of Larchmont, NY.

Jeff Long, President and Founder of Pattison Sports Group commented, "This is a very exciting time for our firm. With increasing competitive and economic challenges, our events and clients are under more pressure than ever to generate revenue. Chris' extensive experience and Myles lacrosse ties compliment our efforts to drive revenue. Long added, "We are thrilled to welcome these talented new members to our team."

About Pattison Sports Group

Pattison Sports Group is Philadelphia's premier sports marketing firm specializing in Corporate Consulting, Property Representation, Event Management and Ticket Sales Outsourcing. For more information please visit www.PattisonSportsGroup.com.

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