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**STINSON MORRISON HECKER AND PREMIER SPORTS & ENTERTAINMENT'S GARY UBERSTINE
JOIN FORCES TO CREATE POWERHOUSE
COACH REPRESENTATION AGENCY**

Dateline - Two of the most successful coach representation practices in the nation are joining forces to create a powerhouse coaching agency. Gary Uberstine of Premier Sports and Entertainment and the coaching practice at law firm Stinson Morrison Hecker (SMH), led by Bob Lattinville, have combined to form **Premier Stinson Sports** (www.PremierStinson.com). Collectively the firms represent more than 75 professional and collegiate coaches, including USC head football coach Pete Carroll, University of North Carolina head basketball coach Roy Williams and Oakland Raiders head coach Lane Kiffin.

The partnership between Uberstine, CEO of Premier Sports & Entertainment, a full service sports agency and talent management firm and SMH, a full-service law firm, is focused solely on the representation of elite-level college and professional coaches. PSS will have offices across the country including Santa Monica, California, and Kansas City and St. Louis, Missouri.

“Through the combination of these two firms, we will greatly strengthen the resources, expertise, and comprehensive suite of services available to our respective clients,” said Premier CEO Gary Uberstine. SMH Sports Law Chairman Bob Lattinville added, “we could not be more excited about the opportunity to join forces with Gary in the focused representation of elite-level coaches. It is a perfect alignment in terms of approach and professionalism and the combination measurably enhances our value to coaching clients in regards to cutting-edge marketing and public relations strategy.”

Premier Sports & Entertainment was founded by Uberstine and represents a select and elite client list, which includes coaches such as Carroll, Kiffin, and USC assistant head coach Steve Sarkisian. Uberstine has been a certified contract advisor for over 20 years and has negotiated a number of record-breaking coaching contracts. Premier also represents NFL football players, sports broadcasters, and health and fitness expert Laila Ali.

SMH’s sports practice encompasses the representation of college football coaches, including 2006 Broyles Award winner Bud Foster of Virginia Tech; women's basketball coaches including Cal's Joanne Boyle, Duke's Joanne McCallie, Kansas’ Bonnie Henrickson and the WNBA's Brian Agler of the Seattle Storm; college baseball coaches including Arizona State's Pat Murphy and Michigan's Rich Maloney; and sports broadcasters, Hall of Famers Dan Dierdorf and Ozzie Smith. The firm also represents institutional sports clients, including the Rawlings Sporting Goods Company, the Kansas City Royals and the Womens’ Basketball Coaches Association as well as a host of NFL players. For more than 20 years, SMH attorney, and former Dean of the University of Kansas School of Law, Mike Davis has represented North Carolina basketball coach Roy Williams in contract matters.

SMH also has significant expertise in NCAA rules compliance and infractions matters. SMH partner Scott Tompsett has been involved in over thirty-five major NCAA infractions investigations since 1991. He has successfully defended coaches against allegations of major violations, including unethical conduct allegations, and was involved in the first successful appeal of a penalty banning post-season competition. There are few individuals with

Tompsett's experience in representing coaches in NCAA infractions matters. SMH partner Phil McKnight has considerable experience with tax laws relating to nonqualified deferred compensation arrangements, qualified retirement plans and executive-level employment agreements, and regularly works with Lattinville on developing the optimal strategies for the firm's coaching clients to increase their net worth.

About Premier Sports & Entertainment

Premier Sports Management, located in Santa Monica, is a leading full-service sports management firm with over 20 years of experience. As one of the industry's most experienced and respected firms, Premier has negotiated numerous landmark NFL contracts. For more information, visit them online at www.premiersport.com.

About Stinson Morrison Hecker LLP

Stinson Morrison Hecker LLP is one of the country's largest law firms with more than 360 attorneys representing clients nationwide in a full range of corporate, transaction and litigation matters. With attorneys in nine offices throughout five states, the firm has experience in more than 45 industry-focused areas. Office locations include Kansas City, St. Louis and Jefferson City, Mo.; Overland Park and Wichita, Kan.; Omaha, Neb.; Phoenix, Ariz.; and Washington, D.C. For more information, visit them online at www.stinson.com.