

Prime Time Sports, LLC

Official Release

FOR IMMEDIATE RELEASE

PRIME TIME SPORTS BEGINS BUSINESS

PORTLAND, OR. (January 24, 2006) – Prime Time Sports, LLC, a newly formed corporation, announces that it will market, operate and manage the Les Schwab Bowl, Les Schwab Kickoff Classic, Les Schwab Shootout in Folsom, CA and the Les Schwab Invitational presented by Fred Meyer. ProMax Events was the previous company that managed these events.

Prime Time Sports is owned and operated by former ProMax employees John McCallum and Gerrit Wood.

ProMax Events, owned by former NFL and All Pro quarterback Neil Lomax, has been in the sports marketing business since 1990, mainly as the event company for the Neil Lomax Quarterback Shootout. From 1996 to 2005, it also served as the marketing and management company of the previous mentioned events. During these 15 years, the Neil Lomax owned company raised over \$3,000,000 dollars for the Fellowship of Christian Athletes, Young Life, Oregon schools and a variety of other charities. "It's been a great run with the Quarterback Shootout," said Lomax. "A lot of thanks should go to the celebrities, sponsors and volunteers that helped put it on. We'll try it again in 2007".

Neil will continue to operate ProMax, and will serve as a consultant and sponsorship sales manager to the four events now managed by Prime Time Sports. "All the Les Schwab events are very successful. I look forward to staying involved and helping out John and Gerrit with their new adventure," said Lomax. "These guys are very motivated and will take the events to the next level."

Les Schwab has given their blessing to Prime Time Sports. "We are excited to work with John and Gerrit. They have been involved with our events for over 10 years. We know that every project they engage in comes out first class. We hear this first hand from the participating players, coaches and fans that attend the events," said Gary Wanderscheid of Les Schwab Tire Centers.

For more information about Prime Time Sports and the events, please visit www.primetimepdx.com.

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