



MONTREAL, QUEBEC – (March 20, 2009)

GameDay Leadership Management Consultants announces the launch of a new strategic joint venture with GameDay International.

New business will focus on creating international sporting events.

Allan Turowetz, CEO of GameDay LMC, today announced the creation of a new strategic joint venture, GameDay International, which will focus on creating unique international sporting events.

“GameDay LMC has more than 20 years of experience in management consulting, leadership training, corporate team building and executive coaching. Our main focus has always been to help companies create high levels of sustainable performance, engagement and growth in their people, regardless of their position or title,” said Turowetz.

“In that capacity, our organization has been privileged to develop and maintain relationships at the highest levels of sport across the globe. And it only seemed logical for us to begin to play a more active role in engendering these types of international sports events, particularly as it pertains to executing these high profile events in Canada.”

Currently, GameDay International (GDI) is in the early stages of planning an international soccer competition (a ‘friendly’), with interest from club teams in Romania, Syria and the UAE. The tourney, tentatively planned for July 2009, would be held in Montreal and could include participation from one or more of Canada’s high level professional soccer teams.

“We are very excited about this opportunity and hope to be able to issue a more formal press release with full tourney details within the next week to ten days. Our international partners are very excited about the opportunity of expanding their fan base in the North American markets – and Canadian soccer fans have shown a tremendous level of interest in international soccer competitions as embodied by the 55,000 fans who watched the CONCACAF Champions League game in Montreal recently,” noted Turowetz.

And given GameDay’s pre-existing relationships throughout the sports spectrum, this soccer initiative is shaping up to be the first of many exciting international sporting events created and delivered by GameDay International.