



FOR IMMEDIATE RELEASE:

Bainbridge Launches New Management Consulting Service, Professional Athlete Due Diligence

La Jolla, Calif. – November 5, 2007 — Bainbridge, a combination management consulting and capital advisory firm based in La Jolla, California, today announced the launch of a new Management Consulting service, Professional Athlete Due Diligence. Serving professional sports organizations, the Professional Athlete Due Diligence group will leverage Bainbridge's proprietary primary-source research methodology and history of successful investment due diligence. The service is designed to provide teams with the information necessary to make the most informed and prudent player investments.

The founding of the Professional Athlete Due Diligence service is rooted in professional sports teams' persistent need for research and analysis to support its draft selections and long-term contract negotiations. Since 1975, Bainbridge has provided the Fortune 1000 with similar market research and due diligence services to support brand strategy, market entry, and the most critical investment decisions including mergers, acquisitions, and divestitures.

Building on the traditional process scouts use for evaluating a player's character, Bainbridge employs a dynamic and consultative approach by conducting primary-source personal interviews with potential draft picks. Beyond computer-based background checks and other sources of secondary information, Bainbridge's trained research analysts conduct primary-source interviews with athletes' former coaches, teachers, teammates, and personal acquaintances. Bainbridge's full reference interviews offer a third-party, unbiased perspective for assessing if a player's values are consistent with those needed to effectively compete and win.

"In the age of multi-year contracts, large signing bonuses and the increasing importance of character, unbiased due diligence provides a team with more detailed background information prior to drafting a player into its organization," notes Bainbridge's Managing Director, Dr. Kenneth Wagner. "To make more prudent and sound business decisions, teams must go beyond basic background research. Bainbridge's clinical and sociological approach to interviews will provide the information needed to guide the most informed player selections, investments, and contract terms."

Bainbridge is offering its due diligence services on an exclusive basis to a variety of organizations including the National Football League, National Basketball Association, Major League Baseball, National Hockey League, and Major League Soccer.

About Bainbridge

Bainbridge is a primary-source research and management consulting firm, offering clients a fresh outsider's perspective and the knowledge and experience of a diverse team. Since 1975, Bainbridge has used primary-source research to help clients outmaneuver the competition, improve customer loyalty, support and protect investments, and boost profitability through its fact-based, results-oriented approach.

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