

South Bend, IN – December 20, 2016 – Strategic Athlete Initiatives LLC (SAI) is a full-service boutique sports, entertainment, and media-representation agency located next to the University of Notre Dame* and in the heart of Big Ten country. SAI's target region also includes the highly competitive Mid-American Conference (MAC). In today's sports landscape, amateur and professional athletes deserve a full range of services from their sports agent and athlete-representation firms. By leveraging its business relationships and expertise in corporate finance and private equity, SAI provides clients with comprehensive resources to help clients better negotiate their contracts, manage their finances, and protect their brands. SAI is comprised of dedicated, experienced, and highly trained professionals that provide expertise and guidance essential for launching and maintaining both the successful sports careers of its clients, as well as, their post-retirement careers.

SAI was founded by Michael A. Stockrahm, Chairman of SAI and Benjamin C. Norris, Managing Member of Norris Equity Partners (NEP). Both saw an opportunity to combine Stockrahm's decades of professional financial consulting experience with Norris' depth of corporate relationships to create a sports agency uniquely positioned to provide clients with committed and personalized representation.

"It is gratifying to see the SAI model endorsed by NEP with this new investment and partnership," said Michael A. Stockrahm, President. "SAI will now be able to accelerate its growth by tapping NEP's resources to provide its clients' responsive representation, expert negotiation, and post-retirement career placement options. Academic institutions and professional sports employers will also appreciate its focus on ethics, transparency, and compliance."

Norris Equity Partners (NEP), founded by Benjamin C. Norris, is a regionally focused private equity firm headquartered in South Bend, Indiana. NEP's exposure to a wide array of businesses in the Midwestern United States provides SAI's clients with an expansive network to utilize as a resource for marketing and branding, as well as post-retirement career opportunities.

"NEP is pleased to partner with Mike and his team at SAI," said Benjamin C. Norris, Managing Member, NEP. "We think his model of balancing clients' sports careers with their personal financial management and post-retirement career options is a compelling offering to prospective clients and their families. We also expect other stakeholders and employers to respond to the ethically transparent approach at SAI."

SAI currently offers multi-faceted services – to athletes competing in baseball, basketball, football, hockey and golf. Additionally, SAI has developed a full boutique of services for

individuals pursuing careers in the entertainment industry. SAI also offers unique opportunities for clients off the field, in areas including licensing, endorsements, speaking engagements, philanthropy, and media.

Contact:

For Strategic Athlete Initiatives, LLC:
Michael A. Stockrahm
(574) 807-2403 | stockrahm@comcast.net

For Norris Equity Partners:
Benjamin C. Norris
(574) 968-3664 | ben@norrisequitypartners.com
www.norrisequitypartners.com

*no affiliation to the University of Notre Dame