



Beechwood

Beechwood Advisors to provide Legends Hospitality with strategic services

NEWARK, NJ November 17 -- Beechwood Advisors, LLC announced today that it has been engaged by Legends Hospitality, LLC to provide a variety of strategic, financial and administrative services.

According to the firm's principal, Jim Sheppard, Beechwood will assist Legends' management in matters related to banking, treasury, information technology and other areas related to building the company's infrastructure as it continues to grow,

"Jim Sheppard and Beechwood have played a key support role in the development and execution of Legends Hospitality," said David Hammer, Chief Financial Officer, "and we welcome their assistance and counsel as we expand into new service areas and client facilities."

"We are pleased that this engagement will allow us to continue our relationship with Legends Hospitality," Sheppard said. "We want to contribute to the growth of this innovative company in the field of sports business services."

Legends Hospitality, LLC

Legends Hospitality, LLC headquartered in Newark, New Jersey, is a sports business enterprise formed in September 2008 by affiliates of the New York Yankees, Dallas Cowboys, Goldman Sachs & Co. and CIC Partners LP to serve as a broad provider of business services to professional and collegiate sports organizations. Currently, these offerings include hospitality and merchandising services, facility management, premium sales and consulting services in sports, entertainment and recreational facilities. For more information, please visit Legends' website at www.legendshm.com.

Beechwood Advisors LLC, LLC

Since 1997, Beechwood Advisors principals have provided financial and strategic advisory services to CEOs and leadership teams. From locations in Metro New York and the Research Triangle in North Carolina, the firm is engaged to play an active role in developing and executing a strategy to deal with its clients' critical transitions. The firm's website is www.beechwoodadvisors.com.

CONTACT:

David Hammer
862-902-5469
ndhammer@legendshm.com

For Legends Hospitality
Coleman Sullivan
919-617-1450
cs@beechwoodadvisors.com

For Beechwood Advisors LLC