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**Media Contact:**

Jackie Pantaliano/856-874-1581  
jackiepr@comcast.net

**Philadelphia Sports Group and Team Builders Plus Announce Strategic Alliance**

**Int'l celebrity sports mktg group & nation's leading team building co. join forces**

**January 10, 2008—Philadelphia/Cherry Hill--**Philadelphia Sports Group (PSG) LLC, an international sports speakers bureau and celebrity marketer based in Philadelphia, and Team Builders Plus, a global leadership and team development firm located in Cherry Hill, have joined forces to bring the finest motivational and team building speakers to their clients. PSG and Team Builders Plus will be working together to link the appropriate speaker to each client's unique team building event.

Philadelphia Sports Group LLC was founded to link corporations and organizations with the sports world. PSG strives to meet the needs of its clients by placing speakers who are current or former athletes and coaches to events which require a speaker with an inspirational message. Such speakers include Vince Papale, former Philadelphia Eagle and subject of the recent feature film *Invincible*; Dave Schultz, Philadelphia Flyers Stanley Cup alumni; Ron Jaworski, ESPN Analyst and Former NFL Philadelphia Eagles player; Kevin Reilly, Cancer Survivor and NFL Alumni, with the Miami Dolphins, Philadelphia Eagles and New England Patriots, and NHL's most winningest coach Scotty Bowman. For more information, logon to [www.philadelphiasportsgroup.com](http://www.philadelphiasportsgroup.com), or call 610-688-7876.

Team Builders Plus was founded in 1991 by Drexel MBA graduates Merrick Rosenberg and Jeff Backal, who met in their MBA program and developed their entire business plan via their courses. Based in Cherry Hill, NJ, Team Builders Plus is now the largest team building company in the region, and likely the country, and the recent winner of several local awards for fastest growing company, and best place to work, as well as several national industry awards. The firm conducts team building, individual, team and organizational assessments, performance coaching, and leadership training for organizations worldwide. The largest array of team building events and programs nationally are conducted for employees at all levels, from Wheels for the World (charitable bike-building donations) to Intergalactic Adventure, Movie Mayhem and GeoQuest: The High-Tech Treasure Hunt, among many others. Almost half of the Philadelphia region's Top 100 companies, and nearly a third of Fortune 100 companies nationwide are clients of Team Builders Plus. For more information, logon to [www.TeamBuildersPlus.com](http://www.TeamBuildersPlus.com) or call 856-596-4196.

According to PSG's President and CEO Mollie Plotkin, "This strategic partnership greatly benefits the Philadelphia Sports Group, Team Builders Plus and the clients that we each serve." Per Team Builders Plus CEO Jeff Backal, "We look forward to working with PSG and to bringing our clients another exciting option for powerful team-building."

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