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MLS PHILADELPHIA TEAMS UP WITH TURNKEY

Partnership includes front office job board and fan research initiative

CHESTER, PA (April 23, 2009) – MLS Philadelphia 2010 today announced a multi-faceted partnership with Turnkey Sports & Entertainment that encompasses the development of an interactive MLS Philadelphia job board and an in-depth fan research initiative designed to maximize fan experience.

The MLS Philadelphia job board is live on MLSP Philly2010.com as the club continues to expand its front office leading up to First Kick in 2010.

“We couldn’t ask for a more experienced and professional partner to supplement our hiring process,” said MLS Philadelphia CEO & Operating Partner Nick Sakiewicz. “Turnkey acutely understands the skills and characteristics necessary to be successful in the sports industry. They will put us in a position to continue building an elite, fan-focused front office.”

The job board will ask candidates a series of preliminary questions, as well as offer candidates an opportunity to upload resumes directly. Turnkey will thoroughly evaluate all applicants and present the best candidates for final selection.

“Our Search division is working with MLS Philadelphia to recruit and assess the best and brightest candidates to fill vital positions,” said Turnkey Sports & Entertainment President & CEO Len Perna. “The ideal candidates will play a key role in shaping their organization and creating a world-class fan experience.”

In addition to staffing collaboration, Turnkey and MLS Philadelphia will embark on extensive survey research for the purpose of better understanding fan preferences.

“Our commitment to creating a world-class fan experience will never waver,” said Sakiewicz. “The best way to fulfill that goal is to communicate directly with our fans, and we’re confident that this partnership will enable us to better serve an incredibly passionate soccer market.”

MLS Philadelphia will utilize research findings to tailor its plans leading up to First Kick. The club will continue surveying fans once the stadium in Chester opens, providing extensive feedback that will lead to maintaining the highest standards of guest service.

“MLS Philly has expressed a sincere hunger to learn about its soccer fan base and, most importantly, their needs, desires and expectations,” said Perna. “MLS Philly’s customer service, marketing, ticketing, and sponsorship departments will be armed with information that is actionable and integral to launching their franchise successfully.”

For more information on MLS Philadelphia 2010, please visit www.mlsp Philly2010.com, and for more information on Turnkey Sports & Entertainment, visit www.TurnkeySE.com.

ABOUT KEYSTONE SPORTS AND ENTERTAINMENT, LLC

Keystone Sports and Entertainment, LLC, is the Major League Soccer Philadelphia 2010 ownership group. It is comprised of Chairman and Chief Executive Officer of iStar Financial Jay Sugarman, CEO and Operating Partner Nick Sakiewicz, Christopher and Robert Buccini and David Pollin, founding partners of The Buccini/Pollin Group, Swarthmore Group Chairman James Nevels, and Philadelphia attorney William Doran. For more information about MLS Philadelphia 2010, visit www.mlsp Philly2010.com.

ABOUT TURNKEY SPORTS & ENTERTAINMENT

Turnkey Sports & Entertainment is the holding company that owns and operates Turnkey Search, the industry's leading executive search firm, and also Turnkey Intelligence, the industry's leading consumer intelligence firm. Turnkey Search helps properties and sponsors identify, recruit and hire the very best management talent. Turnkey has successfully completed executive searches for clients spanning sports, media, new media, entertainment, facilities and live events, including the NY Jets and Giants, the Los Angeles Dodgers, NASCAR, the NBA, the NHL, MLBAM, XM Satellite Radio and more than 100 instantly recognizable clients in sports & entertainment. Turnkey Intelligence helps properties and sponsors discover and utilize consumer insights to improve sponsorships, ticket sales, marketing and customer service. Turnkey's clients span major brands like Chrysler, Clorox, Honda, MasterCard, Greyhound, major media entities like DirecTV and properties like the NBA, NFL, NHL and more than two-thirds of all major league teams in North America. For more information about Turnkey Sports & Entertainment, visit www.TurnkeySE.com.

ABOUT MAJOR LEAGUE SOCCER

Headquartered in New York City, Major League Soccer is the top-flight professional soccer league in the United States and Canada. MLS features many stars from the U.S., Canada, and around the world. MLS kicked off its 14th season on March 19, and will feature 15 teams each playing 30 regular season matches. They include Chicago Fire, Colorado Rapids, Chivas USA, Columbus Crew, D.C. United, FC Dallas, Houston Dynamo, Kansas City Wizards, Los Angeles Galaxy, New York Red Bulls, New England Revolution, Real Salt Lake, San Jose Earthquakes, Toronto FC and, in its inaugural season, Seattle Sounders FC. A Philadelphia expansion team will debut in 2010, while expansion teams in Vancouver and Portland will debut in 2011. For more information about MLS, log on to the League’s official website at www.MLSnet.com.

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