
Cord Pereira

Cord is the managing director of BrandEntertain. He has executive experience in professional sports, live events and television packaging, branded entertainment, advertising agency, commercial software services and business startups/ early-stage companies.

CURRENT BUSINESS

- BrandEntertain (www.brandentertain.com) collaborates with sports properties, entertainment properties and lifestyle brands to produce winning branded entertainment programs.
- BrandEntertain assists early stage companies with business and financial consulting to take them to the next level and utilizing branded entertainment to achieve cost-effective and strategic objectives. Most recently, Pereira assisted M2E Power <http://www.m2epower.com> in business planning, angel round funding and staging for a successful \$6.0 million venture round.

NETWORK AND SPORTS TELEVISION

NETWORK TELEVISION

- Co-Creator, Executive Producer. The Great Skate Debate I. (CBS 1995) A Diamond Sports & Entertainment/ IMG Production in association with CBS Sports. Aired prime time. Credited as the first ever audience judged event. Starred Scott Hamilton, Katarina Witt and Kristi Yamagucci.
- Executive Producer: The Great Skate Debate II presented by Excite. (CBS 1996) A Diamond Sports & Entertainment/IMG Production in association with CBS Sports. Aired in prime time. Credited as the first ever audience judged event over the internet.
- Creator, Executive Producer: 1999 World Freestyle Sportflying Championship (ESPN 1999) A Diamond Sports & Entertainment Production. Featured the world's top aerobatic pilots competing in a freestyle format, judged by a combination of judges and the audience.

SPORTS TELEVISION

- Executive Producer: Hawk Talk (KBCI/CBS 1992-1999) a Diamond Sports Production. Produced and packaged annual 12 show magazine format for the Boise Hawks, short season A affiliate of the Anaheim Angels.
- Executive Producer: X's Dugout (KTIV/NBC 1993-1996) A Sioux City Explorers Production. Produced and packaged 12 show magazine format for the Sioux City Explorers of the Northern League.

- Executive Producer: Pepsi Steelheads Face-Off (KTRV/FOX 1997-2000) a Diamond Sports & Idaho Steelheads Production. Produced a 16 show magazine format for the Idaho Steelheads of the Western Hockey League
- Executive Producer: Steelheads Game Telecasts (Cable One) (1997-2002) A Diamond Sports & Idaho Steelheads Production. Produced and packaged 36 simulcasts (live-radio/delayed for TV) each season of all home games for the Idaho Steelheads.

BUSINESS HISTORY

President

Diamond Sports Management & Development, LLC

Diamond Sports & Entertainment, LLC

Boise, Idaho

- Minor league sports, arenas, stadiums, events, concerts, television production, food service, sponsorships and commercial development.
- Supervised the company's growth to include management of one multi-purpose arena, three baseball stadiums, five professional sports teams, a radio station and hundreds of special events including boxing series, figure skating, concerts, air shows and more.
- Oversaw the development, construction and financing of the \$60 million Grove Hotel & Bank of America Centre (Boise, ID), which was a pioneering design that includes a 250 room hotel, 5,000 seat arena, sports bar, athletic club and luxury condominiums.
- Successfully negotiated the naming rights and other key feature partner sponsorship programs.
- Designed and implemented all technology systems including customer, sponsor and operating databases.
- Created an internal advertising agency, Marketing Media Group that works with national, regional and local clients.
- Devised a pre-opening season ticket campaign that generated over 3,000 multi-year season tickets, without an announceable hockey team and commanding ticket yields (based on innovative benefits packaging) that commanded ticket yields over \$8.00 higher than any other team in the West Coast Hockey League.
- Executive producer of various television including two prime time CBS network ice skating specials; as well as scores of locally produced sports shows and events...
- Served as Governor representing teams at league meetings.
- Created a number of grass roots, community programs still in existence today including Youth Baseball Fundraiser and Summer Reading "Hit the Books".

Managing Director/Founder

Extended Digital, LLC

Irvine, California

- Founded Extended Digital in 2002 after acquiring certain software technology assets formerly owned by Excite (now bankrupt).

- Provided the product development direction to extend the software functionality to create a digital private network application service platform that some describe as "TIVO for the PC."
- Merged the company into Modya Corporation, (<http://www.modya.com>).

President
SISCOM Corporation
Boulder, Colorado

- Video asset management and analytics company.
- Developed and managed strategic partnership with Panasonic Systems Integration.
- Customers included leading professional sports organizations including the National Basketball Association, National Hockey League, IMG (International Management Group), and a number of major league baseball teams.
- Provided product development direction to modernize software platforms to meet the requirements of video content publishers and distributors.
- Managed a team of software and support engineers and established cost-effective outsource engineering resources in Russia.
- Merged the company into Modya Corporation (<http://www.modya.com>)

EDUCATION

BS, Sociology- 1988
Minor, Athletic Coaching- 1988
University of California, Santa Barbara
Letter in Baseball- 1987, 1988

William Pereira, Jr.

Mr. Pereira is a director of BrandEntertain.

He is co-owner of the Spokane Chiefs of the Western Hockey League of the Canadian Junior Hockey System. In 1992, the Chiefs shocked the hockey world by winning the prestigious Memorial Cup of Junior Hockey. He is co-owner of the Idaho Steelheads who were the champions (2004 and 2007) of the 31-team East Coast Hockey League. He is also co-owner of the Qwest Arena, a 5,000-seat hockey arena and the 255-room Grove Hotel in Boise, Idaho.

Mr. Pereira was a correspondent in the Los Angeles bureau of *Newsweek* from 1961-1965. In the mid sixties, he was a co-founder of Air California, an airline that was eventually sold to American Airlines. AirCal, served Orange County, Ontario, Burbank, San Diego, San Jose, Oakland, San Francisco and Sacramento.

From 1967-1974, Mr. Pereira owned and managed Pereira Vineyard, the largest advertising agency in Orange County. Accounts included: Air California, Anaconda Copper, Me and Ed's Pizza Parlors, Mission Viejo Company, the SS. Princess Louise Restaurant and many others.

From 1972-1986, Mr. Pereira founded Pereira Arabians, an Arabian horse ranch which grew from a stable of three horses to one of the largest and most respected farms in the US. At its zenith, the farm cared for, bred and trained more than 300 horses a year. Pereira Arabians was responsible for syndicating the first Arabian stallion for more than \$1 million (actually \$5 million) and staged auction sales each February in its facility in Scottsdale grossing several million dollars annually. Mr. Pereira is the author of *The Majestic World of Arabian Horses*, published by Harry Abrams Company in 1986.

He was founder of Diamond Sports, Inc., headquartered in Boise, Idaho (1988-2004). This company managed a number of minor league sports teams including the Boise Hawks, El Paso Diablos, and Sioux City Explorers, Idaho Sneakers (World Team Tennis featuring Andy Roddick and the Bryan twins) and the Idaho Steelheads, as well as co-producing prime time figure skating shows for CBS television with IMG.

He owned the Boise Hawks (1998-2001), an affiliate of the Anaheim Angels. The Hawks had the best won/loss record of all 167 minor league teams during the decade of the nineties including five pennants and seven divisional titles. He was co-owner of the El Paso Diablos (1997-2005), the AA affiliate of the Arizona Diamondbacks. From 1993-1998 he owned and founded the Sioux City Explorers, a member of the independent Northern League, for which he guided and supervised the construction of a new city-owned stadium for the franchise as well as forming and developing the franchise from scratch.. The story of the bizarre development of this franchise, as well as the Northern League as a whole, was the subject of a highly successful book, *Wild and Outside* by *Wall Street Journal* Sports Editor, Stefan Fatsis, published in 1995. He was the owner of KTIK-AM Sports Radio from 1993-2003. Under his management, KTIK earned recognition as the number one rated sports station in Idaho.

Mr. Pereira was named one of USA's 100 outstanding young journalists by *Time Magazine* in 1961, and Headliner of the Year for Business by the Orange County Press Club in 1967. Other awards include: Minor League Baseball Executive of the Year by *The Sporting News* (1989), Northwest League Executive of the Year by the National Association of Professional Baseball Leagues (1989), and in 2000, he received the Joe Martin Award for outstanding contribution and service to baseball by the Northwest Baseball League.

Mr. Pereira is a trustee of the University of California, Irvine Foundation. He is also active in UCI's Literary Journalism program where he sponsors the Pereira Visiting Writers program as well as the Pereira Distinguished Lecturer Series featuring such outstanding writers as Gay Talese, Susan Orlean and Calvin Trillan.

Mr. Pereira earned a Bachelor of Arts degree in political science from Stanford University (1959) and completed the Program for Management Development at Harvard Business School (1965).

He is the son of architect William L. Pereira, designer of the TransAmerica Pyramid in San Francisco.

Mr. Pereira lives in Reno, Nevada, with his wife, Susan. They have five grown children and eight grandchildren.

Brad Surkamer

Brad is a director of BrandEntertain.

His firm, Closed Loop Marketing (<http://www.closedloopboise.com>), provides marketing and business development support for BrandEntertain.

Career History:

10/03 to present

Closed Loop Marketing, LLC

President

- Acquired WRC Advertising, first Level 5 Leadership acquisition. WRC had good people and good accounts, but was on a downward trend primarily due to leadership.
- H1 2007 profit up 4.5 times H1 2004
- Re-energized team and got them winning again.
- Reset strategy from traditional advertising company to an integrated marketing company that solves complex marketing problems.
- Significant new account wins: Hewlett-Packard, Saint Alphonsus, Edmark GMC, Willey Auto Group, Tamarack Resort and Franklin Building Supply.

11/88 to 3/03

Extended Systems, Inc.

Vice President Sales and Service

- Grew mobile software revenue by 80% and added 1,359 new customers over the two-year period ended December 2002. Developed and executed worldwide sales strategy to obtain this growth using multiple channels.
- Worked closely with Vice President of Marketing and Business Development to reset company's mobile data management product strategy from an entry-level product to a product line providing higher value and a stronger competitive position against Microsoft and IBM.
- Restructured sales and service teams to increase focus on the emerging enterprise wireless software business. Developed worldwide sales plan, set quotas and put in place new compensation plan for sales management and reps.
- Performed acquisition due diligence and successful integration of the worldwide sales and service organizations of a US and a European software company.

8/81 to 11/88

Hewlett-Packard LaserJet Division

Several Sales, Marketing and Support Management Positions

- Key member of the original team that launched LaserJet using lessons learned from marginally successful previous laser printer products.
- Started Third Party hardware and software partner program. This "solution approach" was a first for peripheral products.
- Learned the process of management.

Educational History:

Northern Arizona University (1981)
Masters of Business Administration

University of Montana (1977)
Bachelor of Arts, Mathematics, Minor: Economics.