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Bruin Sports Capital Acquires Award-Winning

Branding, Design and Creative Agency Soulsight

NEW YORK, NY/CHICAGO, IL. (October 1, 2018) -- [Bruin Sports Capital](http://www.bruinsportscapital.com) has acquired Soulsight, the award-winning strategic branding, design and creative agency. Headquartered in Chicago, Soulsight’s work has created hundreds of millions in commerce for many of the world’s most important and valuable brands. The acquisition adds another dimension to Bruin’s portfolio of high-growth, next-generation enterprises which represent the vanguard of the new consumer-driven global sports economy.

“We are pleased to announce the acquisition of Soulsight. The agency offers a unique proposition of difference-making capabilities that manufactures genuine growth and value creation,” said George Pyne, CEO Bruin Sports Capital. “It is exactly the type of company the sports and entertainment industries will be excited about: original, creative and results-driven. We will work closely with Soulsight’s leadership team and bring the full capacity of our resources to propel their business plan and build on their momentum.”

Soulsight specializes in holistic brand strategy and management including strategic concept-to-commercialization development, using a set of proprietary systems and tools proven to inspire innovation drive business growth. Their approach is rooted in brand-centric, design-inspired thinking - from helping brands understand and shape their ethos, to creating ideas for new products, extensions, and experiences that foster lasting relationships with consumers. The company has partnered with leading conglomerates and brands including Campbell’s, Hershey’s, KraftHeinz, MillerCoors, Pepsico, Tyson, and Walgreens to manage, build, create and introduce an array of outstanding products and services, worldwide.

“Consumer brands have long relied on the science of brand building and creativity to develop and transform businesses around the world. In sports and entertainment, brand building has too often centered on creating a logo and selling it. Soulsight’s comprehensive tools and creative resources will enable these properties - and the brands that invest in them - to expand and create lasting relationships with the modern consumer,“ said David Abrutyn, Bruin Sports Capital.

“This is an exciting and profound chapter for Soulsight. Our aim has always been to create breakthrough work that becomes a platform for business growth. Given Bruin’s deep resources and peerless reputation as a catalyst of business transformation, this partnership will supercharge our goals,” said Soulsight’s partners George Argyros (Chief Executive Officer), Adam Ferguson (Chief Creative Officer), and Jim Pietruszynski (Chief Strategy Officer).

Soulsight will operate as an independent entity within the Bruin Sports Capital group. This is the fourth marketing services related acquisition by Bruin Sports Capital in the last 12 months. Bruin also underpins global-leading business in sports media technology, luxury hospitality, global sports marketing, and brand management. Collectively its portfolio engages billions of sports fans worldwide on every screen and through an array of live events and experiences.

**About Bruin Sports Capital**: Bruin Sports Capital is a privately-held international capitalized operating company whose broad platforms are category-leaders in sports, technology, marketing, hospitality, and luxury hospitality. Collectively these businesses engage billions of consumers. Bruin’s portfolio includes more than 1,300 employees operating 30 offices across nine countries throughout Europe, North America, Asia, and Australia. The client base includes the NFL, UEFA, FIFA, Premier League, ATP Tour, MLB, NHL, 65 American Universities, BBC, BT Sport, Discovery, Motorola, Michael Kors, Mercedes Benz and Under Armour among others. For more information, please visit [www.BruinSportsCapital.com](http://www.bruinsportscapital.com/).

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