



FROM: Sports Museum of America

Contacts: Rubenstein Communications, Inc. – *Public Relations*
Leah Watkins 212-843-8270 or lwatkins@rubenstein.com

Sports Museum of America
Barbara Pflughaupt 212-837-7962 or Barbara@thesportsmuseum.com

For Immediate Release

SPORTS MUSEUM OF AMERICA APPOINTS DONNA ARDUINI VICE PRESIDENT OF FINANCE

(New York, NY) January 28, 2008 – The Sports Museum of America (SmA) today announced that Donna Arduini has been named Vice President of Finance. In her new role at SmA she will be responsible for developing, implementing and overseeing the financial systems, controls, policies and procedures for the new all-sports attraction. The Sports Museum of America is set to open its doors in New York City in May 2008.

“We’re privileged to welcome Donna to SmA,” said Philip Schwalb, Founder and CEO of the Sports Museum of America. “Her expertise in finance combined with a solid background in the entertainment industry makes her ideally suited to help SmA become a great success. We’re confident that Donna’s talent and experience will help propel us toward a very strong opening in May.”

Arduini joins the Sports Museum of America with over 20 years of accounting and finance experience, principally in the entertainment industry. Prior to joining SmA, Arduini worked as Controller at Production Resource Group where she prepared operating budgets and monthly financial reports. She has also held numerous finance positions at such well-known companies as Warner Music Group, Sony Music Entertainment, CBS, and RCA Corporation.

As the Vice President and Assistant Controller for Warner Music Group, Donna was responsible for overseeing the accounting and finance function and was instrumental in developing and implementing state of the art financial procedures and systems. Beginning her career in public accounting, she worked for PriceWaterhouseCoopers before moving to the private sector. Donna was also the owner/operator of her own accounting practice that provided accounting and tax services for small to medium size businesses.

About the Sports Museum of America

The Sports Museum of America (SmA) is the nation's first and only all-sports experience richly showcasing the history, grandeur and significance of sports in American culture. Created in exclusive partnership with over 50 single-sport Halls of Fame, National Governing Bodies and other sports organizations across North America, SmA features amazing state-of-the-art interactive technologies, dramatic original films and an iconic collection of sports memorabilia. SmA will also be home to the legendary Heisman Trophy (and annual televised presentation) and the Billie Jean King International Women's Sports Center, inclusive of the first hall of fame devoted exclusively to female athletes and coaches. Located in New York City at 26 Broadway (next to the "Charging Bull" and footsteps from the Statue of Liberty Ferry), the Sports Museum of America will open in May 2008. www.sportsmuseum.com.

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