

Team Bad Company

Team Bad Company consists of three tournament fishing boats, competing in nearly every major billfish tournament in California, Mexico, and Hawaii. Certain events, such as the Bisbee's Black and Blue, will see more than one Team Bad Company entry. In each event the team enters, they go across the board, entering every optional daily jackpot. The teams' record of success is unprecedented, including a world record \$3.9 million dollar payout in the 2006 Bisbee's Black and Blue. The accomplishments of the team are a culmination of the team members that make up the team. Team Bad Company consists of 12 members and an annual budget to run the program at \$1.2 million, with \$300k in tournament entry fees alone.

Agenda

Garner coverage in key West Coast and national publications.

Coverage



WALL STREET JOURNAL





Marlin

WALL STREET JOURNAL Reeling In the Big One

For Anthony Hsieh and other wealthy big-game fishermen, this is a summer of great expectations. Or maybe grand illusions—it's too early to know. Mr. Hsieh, the former president of LendingTree. com, and some of the world's best-financed fishermen are flocking to the cobalt blue waters here off the coast of Hawaii to try to catch what many consider the holy grail of trophy fish, the grander—a blue marlin that tops 1,000 pounds.

FORBES

Reeling in Sponsors

Avid ocean fisherman Anthony Hsieh has never had a problem laying out big money to finance his favorite hobby. Now Hsieh wants to expand his role, grow his hobby and be the first to sign up sponsors for West Coast big game marlin fishing.

MARLIN MAGAZINE Top Captains and Mate

Profile of Team Bad Company's Captain Steve Lassley and Captain Pete Grosebeck as two of the elite marlin captains in the world.

CNBC (VIDEO)

Fishing for millionaires and marlin Profile on Anthony Hsieh and Team Bad Company's new yacht line, the Viking 60 Bad Company Edition

SEA MAGAZINE

(Cover) Viking 60 Bad Company Edition

SPORTFISHERMAN.COM

Hanging on Bad Company Exclusive first look at the Viking Bad Company Edition 60 by the largest sportfishing website in the world.

Other Coverage

Orange County Business Journal San Diego Business Journal Coast Magazine San Diego Tribune

MarlinTV.com Power and Motor Yacht Let's Talk Hook Up (Radio) Pacific Coast Sportfishing Magazine



Crow's Nest Yachts

Crow's Nest Yachts is in the midst of celebrating almost 40 years of service to West Coast boaters. A tradition and reputation of offering the best in quality yachts and service, Crow's Nest Yachts has long-held the respect of the yachting and boating community. In the summer of 2007, entrepreneur, avid boater and owner of sport fishing's celebrated team Bad Company, Anthony Hsieh led a group of investors to acquire the assets of Crow's Nest Yachts. Growth continued late into 2007 with the addition of a 4th water front location to the Crow's Nest family through the acquisition of Sundance Marine, in beautiful Mission Bay, across from the world famous Sea World. Both current and new customers have immediately reaped the benefits of the new Crow's Nest Yachts with the commitment to providing the highest level of professionalism and service while promoting the joys of boating along the West Coast.

Agenda

Secure yacht tests, show coverage and lifestyle coverage.

Coverage

Sea

The San Diego Union-Tribune.

SEA MAGAZINE

Key Yacht Tests including - Contender 38, Viking 67 Sportcruiser, Paragon Motor Yacht, Tiara, Viking Bad Company Edition 60.

PACIFIC COAST SPORTFISHING MAGAZINE

Key sportfishing tests including: Parker 28, Contender 38, Viking Bad Company Edition 60.

OC HOME Luxury on the water

OC Home Reporter and 10 guests celebrate a day on the water cruising the Pacific in a Viking 67 Sportcruiser enjoying an course meal and champagne.

Other Coverage

Daily Pilot San Diego Business Journal Orange County Business Journal San Diego local Fox Affiliate - live remote from Shelter Island San Diego local WB Affiliate - live remote from Shelter Island BloodyDeck.com Yachtworld.com

SAN DIEGO TRIBUNE

Viking Bad Company Edition 60 Preview Q and A with the top captain, Steve Lassley, on the design and creation of the Viking Bad Company Edition 60.



Ascend Development

Value. Privacy. Security. Convenience. These are the qualities discerning jet owners seek when considering storage solutions for their aircraft. With its emphasis on privacy, security and long-term value, PARKAVION (a proud product of Ascend Development) provides discriminating aircraft owners with a welcome alternative to standard hangar rentals.

Agenda

Ascend wanted to pre-sell two key developments in Hayward, CA and New York, NY. The goal was to secure profiles in key national aviation publications as well as national business coverage and regional real estate coverage.

Coverage

EAST BAY BUSINESS TIMES

Ascend Development

A growing number of corporate jet and helicopter flights have created demand for new hanger space and a new heliport at Hayward Executive Airport.

The New York Times





BušinėšsTimes

San Francisco Chronicle



Aviation International News.

EAST BAY BUSINESS TIMES

Smooth Sailing

Ascend Development's corporate hangars at the Hayward Executive Airport are selling fast—even at \$145 a square foot for a 7,500-square-foot hangar. "We're targeting high-net worth individuals who have no problem writing a check for \$1 million," said Scott Briggs, Ascend's project manager. "The Bay Area is short on hangar space and Hayward is a gold mine because it's so centrally located."

NY TIMES

Many Private Planes To Store, Not Enough Private Hangars

With the demand for private air travel increasing and space at most airports in urbanized areas at a premium, fixed-based operators—the companies that perform maintenance and other services for noncommercial aircraft—are under pressure to expand into whatever areas they can find, or to improve the facilities they have.

SAN FRANCISCO CHRONICLE Toy Box For Big Boys

(Real Estate cover story): Clearly, the private, invitation-only air show hosted by Ascend Development to showcase its custom-built hangars for business jets on this sunny spring morning, is not for the weak of wallet.

AVIATION INTERNATIONAL NEWS Ascend Development

Ascend Development is expanding its private hangar complex operations to Stewart International Airport in Newburgh, N.Y. The company started in 2003 with its first private hangar building at Hayward Airport near San Francisco, a 60,000sq-ft facility divided into six hangar bays adjacent to the Trajen (soon to become Atlantic Aviation) FBO. Phase II at Hayward is now under construction, consisting of another 80,000 sq ft and nine bays due for completion next June.

FORTUNE SMALL BUSINESS Garage Monster

Planes, Trains, and Automobiles—since childhood, Gary Briggs has loved anything with an engine in it. The son of an airline mechanic, Briggs spent 30 years managing corporate aviation facilities before he started Ascend Development, a Hayward, Calif., company that builds high-security hangars for private jets. In his spare time Briggs, 51, collects and restores classic sports cars from the 1950s, '60s, and '70s.

ELITE TRAVELER

Ascend Development, Luxury Hangar Space One page profile on the luxury hangar company. Elite is the most prestigious and expensive magazine in the US.

CNBC

Ascend Highlight

3 minute profile in primetime on CNBC covering the latest project Ascend was developing in Hayward, CA.

Other Coverage

Aviation Today Hangar News



Bisbee Black and Blue

For the past 28 years the Bisbee's Black & Blue Tournaments have been producing record-breaking big game fishing tournaments in the Baja Sur region of Mexico including the first million dollar payout for a blue marlin (2003: Que Sera), the first double million dollar payout (2005: Pez Espada & Young Lady), and the largest single payout in sportfishing history (2006: \$3.9 million Bad Company 55).

Agenda

A new investor came to the Bisbee Black and Blue bringing me along to invigorate press coverage nationally and internationally with a key focus on high end media and business media in an effort to increase participation and sponsorships.

Coverage

SPORTFISHERMEN.COM Tournament Coverage

CNBC Bisbee Black and Blue

JAPANS NT Bisbee Black and Blue

FRESNO BEE

Bisbee Black and Blue Fresno local sportfishing team cashes in, winning 800k at Bisbee Black and Blue

KNBC (LA AFFILIATE) Bisbee Black and Blue

RICH GUY MAGAZINE Bisbee Black and Blue

OUTSIDE'S GO MAGAZINE Big Fish

JUST AFTER DAWN, out beside the signature sugarloaf crags of Cabo San Lucas, Mexico, the 850 official entrants of the 27th annual Bisbee's Black & Blue Marlin Tournament prowl the bay, everyone trying to catch tuna for live bait. It's a sportfisherman's fever dream, a crazy quilt of 166 crisscrossing wakes, bristling rods, and snaking lines. And with some \$4 million in prize money at stake, the world's richest billfish tourney gives new meaning to the phrase "economies of scale." For some, the event is a chance to strike it rich with one lucky fish. For others, it's about being the big fish in yet another pond.

FORBES

Profile on sponsorships in big game sportfishing.

CNN/FORTUNE SMALL BUSINESS

Profile of Bisbee Black and Blue tournament; big marlin, big money. Profile covers anglers, the history and a look at the future of the tournament.

BUSINESSWEEK

Of all of the memorable moments—and there have been many—from the annual Bisbee Black & Blue Marlin Jackpot Tournament, Director Wayne Bisbee likes to recall the time in 1990 when actor Willie Aames, the goofy sidekick on Charles in Charge, single-handedly fought a 457pound black marlin for 21 straight hours. Unlike in some tourneys, Bisbee anglers must hold and reel in their catch without any assistance.

SI

At the Bisbee Black and Blue Tournament, the super bowl of sportfishing, it is all about big money, big egos and really big marlin.

ROBB REPORT

Profile on Cabo real estate and the largest single event each year in Cabo that helps fuel the real estate market, The Bisbee Black and Blue.

ELITE TRAVELER

Reeling in the winnings. Of the multimillion dollar sportfishing events in the world, the Bisbee Black and Blue is the richest by far.

BloodyDecks.com BillfishingTimes.com Orange County Register

Other Coverage

Baja Insider San Diego Tribune Baja Life FishingMarlin.com



Grander Financial

Grander Financial is a financial services company that is the leader in providing "Alternatives to Mortgages" directly to the consumer. Our executive team, led by Anthony Hsieh, former CEO of Lendingtree Loans, has 20 years experience delivering financial products directly to consumers. Over that time period, Mr. Hsieh and his team have been leaders and innovators in the online financial services space. The key milestones for the Grander team started in 1986, when they entered the mortgage market. Grander Financial believes that our times require a new thinking towards homeownership, responsible lending and homeowner's ability to access the equity in their homes. Our first product, My Equity FreedomSM, is the best alternative to a mortgage in America today. We invite homeowners to think beyond mortgages and payments and chose My Equity Freedom as the smart alternative to the debt cycle.

Agenda

Become the one stop shop for people looking at alternative finance options. After 2 months of operation the company has already been featured by key business media outlets.

Coverage

CNBC – JANE WELLS New Home Equity Product–Just Don't Call It A Mortgage

The word "mortgage" these days conjures up the same feelings as the word "leprosy." So in this era of poor underwriting, mixed with the creative investing brought to you by hedge funds, we have some new companies pitching new products to help homeowners extract the equity from their property without actually taking out a "loan."

NEWSWEEK

Finance. Cash on the House

Want to take cash out of your house but afraid to borrow? A new crop of no-payment home-equity products is coming to market. The catch: you trade away a piece of your home's future appreciation for cash now.

Other Coverage

OCMetro.com ImplodeExplode.com RealBlogging.com

ORANGE COUNTY BUSINESS JOURNAL

Mortgage entrepreneur Anthony Hsieh is back with another home finance company. Hsieh, who started Irvine's HomeLoanCenter.com and sold it to LendingTree LLC in 2004, now runs Irvine-based Grander Financial Inc.

INVESTMENT NEWS

Innovative companies offer ways to squeeze cash from homes

Marketwatch.com Freedomblogging.com



HomeLoanCenter-LendingTreeLoans

Founded in 2002, HomeLoanCenter, now a part of LendingTree, was created to provide a loan for every home. HomeLoanCenter and CEO/Founder Anthony Hsieh once again reinvented how home loans where created and processed via the internet.

Agenda

Become the leading resource for journalists covering the mortgage and housing space. After 1 year Hsieh was the most quoted mortgage executive in print, online and on TV.

Regular Coverage	CNNfn – Ali Velshi CNN.com – Gerri Willis BankRate.com – Holden Lewis CNBC – Jane Wells, Sharon Epperson Fox News – Neil Cavuto KNBC – Patrick Healy NPR NY Times Time Magazine	LA Times – Annette Haddad OC Register Orange County Business Journal Fortune Small Business Money Magazine Kiplinger's Investor Business Daily Smart Money Motley Fool
Industry Coverage:	Mortgage News Inman.com	National Mortgage News
Che Neu	Jork Fimes FOX REGISTE	R npr Bankrate.com
Orange Coun	ry Business Journal Kiplinger's	ORTUNE INVESTOR'S BUSINESS DAILY
TIME	Money Money	Smart Money The Motley Fool
CNN.com CNNfr Star 432 NBC		





Anthony Hsieh

Entrepreneur, yachting enthusiast, sportfisherman.

Key Coverage:

POWER AND MOTOR YACHT

Profile on Hsieh's history in the sportfishing world, May 06.

OC HOME

Profile on Hsieh's auto turntable garage and car collection, September 07.



Ideal Bite

The philosophy behind Ideal Bite is simple: If we all knew what we could do in the day to day to impact the planet and our communities in a positive way, we'd do it.

Coverage:

CNBC BrandWeek O Magazine Vanity Fair



No Sweat Wipe

Sports marketing mops that are approved by the NBA, FIBA and NCAA

Coverage:

Fortune Small Business CNBC LA Times OC Register Entrepreneur Magazine



Snell Real Estate

SNELL REAL ESTATE is the largest independent luxury real estate brokerage in all of Baja representing the exclusive master-planned communities

Coverage:

CNN CNBC Forbes



Billy Harris—Mario, Martinis and Magic

Magic Martinis & Mario defies the norms of corporate events and is ushering in an entirely new model for planning and executing the most successful and easily planned events offered to corporate America. For your next event, combine your company's needs with superb celebrity entertainment, delicious, handcrafted cocktails and impeccable food.

Key Coverage:

CNBC CNN Money



HouseTech

When you buy your home with HouseTech, you get a 100% rebate of the buyer side commission (usually between 2% and 3% of the home price).

Coverage:

LA Times KNBC