



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

Forbes



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



LUXURY

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 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.

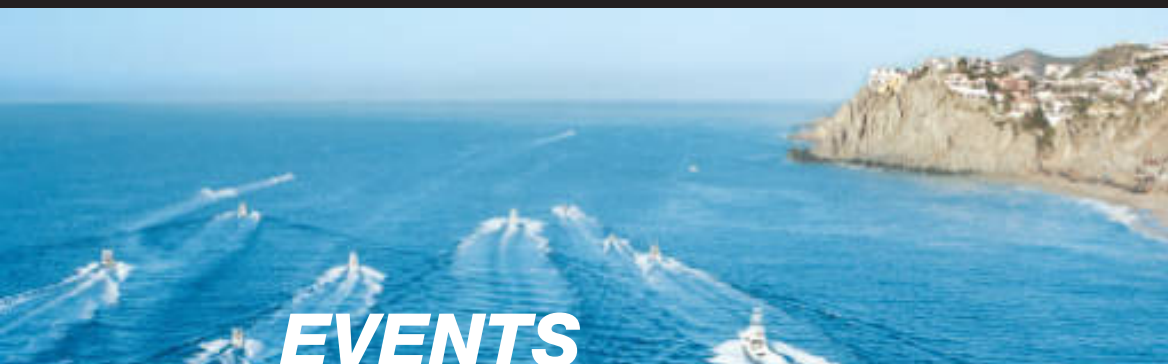
SAN DIEGO TRIBUNE

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.

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



EVENTS

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	<p>SPORTFISHERMEN.COM Tournament Coverage</p> <p>CNBC Bisbee Black and Blue</p> <p>JAPANS NT Bisbee Black and Blue</p> <p>FRESNO BEE Bisbee Black and Blue Fresno local sportfishing team cashes in, winning 800k at Bisbee Black and Blue</p> <p>KNBC (LA AFFILIATE) Bisbee Black and Blue</p> <p>RICH GUY MAGAZINE Bisbee Black and Blue</p> <p>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.</p>	<p>FORBES Profile on sponsorships in big game sportfishing.</p> <p>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.</p> <p>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 457-pound black marlin for 21 straight hours. Unlike in some tourneys, Bisbee anglers must hold and reel in their catch without any assistance.</p> <p>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.</p> <p>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.</p> <p>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.</p>
Other Coverage	<p>Baja Insider San Diego Tribune Baja Life FishingMarlin.com</p>	<p>BloodyDecks.com BillfishingTimes.com Orange County Register</p>



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.

[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

Other Coverage

OCMetro.com
ImplodeExplode.com
RealBlogging.com

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 were 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

The New York Times



THE ORANGE COUNTY REGISTER



Bankrate.com

ORANGE COUNTY BUSINESS JOURNAL

Kiplinger’s

FORTUNE SMALL BUSINESS

INVESTOR’S BUSINESS DAILY

TIME

Money



InmanNews

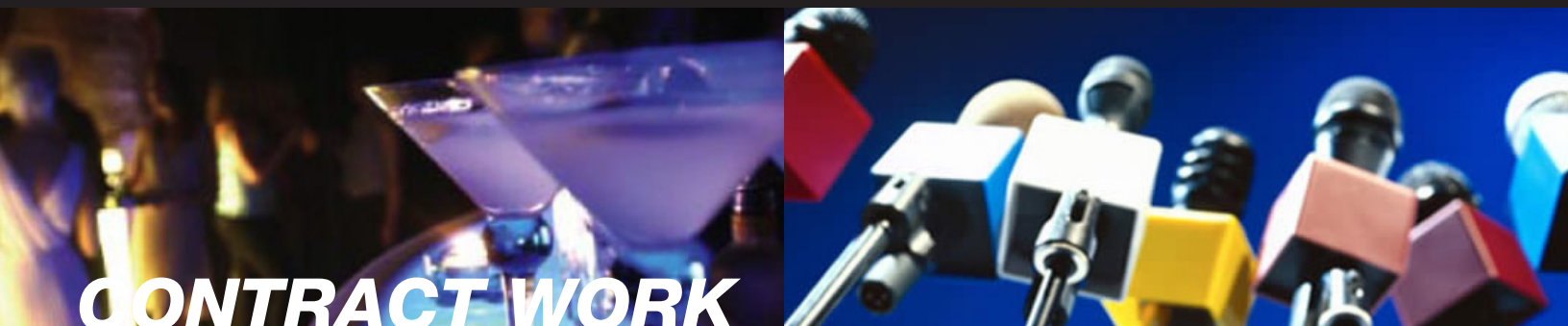
SmartMoney

The Motley Fool

CNN.com

CNNfn





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