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**HAWKS NAME ANDREW SALTZMAN AS EXECUTIVE VICE PRESIDENT AND CHIEF REVENUE OFFICER AND ANDREW STEINBERG AS EXECUTIVE VICE PRESIDENT AND CHIEF BUSINESS OFFICER**

**ATLANTA** — The Atlanta Hawks Basketball Club announced today two executive appointments that will help to continue an offseason of progressive and positive change. Atlanta sports marketing veteran Andrew Saltzman has joined the organization as Executive Vice President and Chief Revenue Officer, and Andrew Steinberg moves to the newly created role of Executive Vice President and Chief Business Officer.

“These two executive announcements are major steps in realizing our ownership’s vision of being Atlanta’s top sports franchise, both in the business and civic communities,” Chief Executive Officer Steve Koonin said.

“We are thrilled to add the talents and experience of Andrew Saltzman to our executive team. Andrew is a passionate executive who has proven himself a visionary creative mind in the sports and media marketplaces, both locally and nationally.”

“I’ve been in the Atlanta sports market for almost 20 years and have never seen a sports team with as much momentum as the Atlanta Hawks,” said Saltzman. “The opportunity to be a part of this organization and work with a leader like Steve Koonin is simply a dream come true for me.”

Saltzman most recently served as the Chief Revenue Officer for PlayOn! Sports and the NFHS Network, the nation’s largest high school sports media company. From 1997 to 2012, Saltzman served as President of Big League Broadcasting, co-founding and developing WQXI-AM into one of the country’s leading sports talk outlets, Sports Radio 790 The Zone. Through his leadership and client-centric marketing vision, 790 The Zone established itself as Atlanta’s premier sports broadcast station. Saltzman’s resume also includes successfully negotiating multi-year sports broadcast agreements with the Hawks, the Atlanta Falcons, Georgia Tech Athletics and the Chick-fil-A Bowl.

In his new role of Executive Vice President and Chief Business Officer, Steinberg will now take a leadership role in the execution of strategic projects as determined by Koonin and the Hawks Board of Directors, including: the development of a new practice facility site, reimagining Philips Arena, and pursuing an NBA Development League team as a Hawks affiliate. Additionally, he will provide oversight of Philips Arena.

“We are fortunate to have a leader in Andrew Steinberg, who will take on new responsibilities as our enterprise enters its next chapter. As the Atlanta Hawks Basketball Club continues to invest in both our organization and our community, Andrew will be at the forefront of these new major initiatives under new ownership,” said Koonin.

Under Steinberg, all Hawks revenue metrics have surged. During the 2014-15 season, Atlanta experienced the largest increase in attendance in the NBA and established team records for single game and group sales, leading the league in both categories. The Hawks currently lead the NBA in new full season tickets sold for 2015-16 and the season ticket membership base has increased by over 50% in his three seasons. Steinberg also created the Analytics and CRM department, providing strategic direction and key business intelligence insights and was instrumental in negotiations for the local media deals with Fox Sports South, CBS Radio 92.9 The Game and iHeartMedia’s El Patron 105.3FM. During his time in the role, Steinberg also developed marquee corporate partnerships with Boingo, Comcast, FanDuel and Ticketmaster, among others.

“I am excited for the challenges of my new role and working closely with our owners, who are committed to making the Hawks a vibrant community asset,” said Steinberg. “I look forward to helping

execute their positive vision and to working with Executive Vice President and Philips Arena General Manager Trey Fezell, who has done an outstanding job leading the arena to become one of the busiest in the nation.”

Steinberg joined the Atlanta Hawks and Philips Arena from Sporting Kansas City where he was Executive Vice President – Business Operations, directing revenue generation, strategic relationships, and corporate partnerships for the MLS team and the venue, Sporting Park. Prior to Sporting Kansas City, Steinberg served in various roles with the University of Kansas Athletics Department most notably as the Associate Athletics Director for Marketing and Revenue Development where he was responsible for enhancing KU’s brand image and strengthening its revenue streams. Steinberg joined the University of Kansas after serving as an associate with the law firm of Riling, Burkhead & Nitcher in Lawrence, Kansas and working with NIKE in Beaverton, Oregon.

“These two executive announcements are a major step in realizing our ownership’s vision in having our enterprise serve as a dynamic leader in the Atlanta business community,” said Koonin.

### **# TruetoAtlanta #**

With a bold identity and strong new ownership, the Atlanta Hawks Basketball Club and Philips Arena remain committed to making Atlantans proud on the court and off. The 2014-15 Southeast Division Champions, the Hawks have made the postseason in eight consecutive seasons and reached the Eastern Conference Finals for the first time in franchise history in 2015. Off the court, the organization has built a culture of inclusion, diversity and innovation, all with a touch of Southern Hospitality. It continues into the community where the organization builds bridges through basketball, whether by constructing and refurbishing courts in Atlanta neighborhoods, providing scholarships to our basketball camps, or surprising and delighting our fans with unique Atlanta Hawks experiences. Atlanta Hawks Membership, which includes your seat for every home game for the 2015-16 regular season games, is on sale now at [www.hawks.com/membership](http://www.hawks.com/membership) or by calling 866-715-1500! For more information on the Hawks, log on to [www.hawks.com](http://www.hawks.com) today or follow us on twitter @ATLHawks.