

Andy Appleby, Chairman and Chief Executive Officer of General Sports and Entertainment, LLC, has more than 30 years of sports management experience. Since founding General Sports in 1998, Andy has led the effort to develop all of its operational divisions, subsidiaries and affiliated entities, as well as having created the General Sports Foundation. General Sports currently operates five business divisions – Team Acquisition & Management, GSE Capital & Management, Corporate Consulting, Executive Placement and GSE Meetings & Events – as well as several subsidiaries (the Sports Executive Leadership Conference and General Sports Alliances, a naming rights and sponsorship sales agency) and affiliated entities. Andy was awarded the prestigious Ernst & Young Entrepreneur of the Year Award in 2002. Under Andy's leadership, General Sports has had a very strong rise into the upper echelon of the sports and entertainment industry.

Through the Team Acquisition & Management division, Andy successfully completed the acquisition of Derby County Football Club in January 2008. Andy serves as the Club Chairman and is on the Club's Board of Directors. Andy also successfully completed the acquisition of the Fort Wayne Wizards Minor League Baseball team (Class A Affiliate of the San Diego Padres) in May 1999. Under the ownership of General Sports, the Wizards were named "Team of the Year" in the Midwest League in 2003 and 2004, and the team experienced attendance increases each year. General Sports sold the Wizards franchise in 2006. In 2015, Andy created the United Shore Professional Baseball League, an independent professional baseball league in Utica, MI.

The three-team league, which played all of its games at the nearly \$16 million privately-financed Utica ballpark, averaged attendance of 3,200 per game, and sold out 42 of 75 games this season. Jimmy John's Field seats up to 4,000 with its grass outfield and patio seating.

Of all his business strategy goals this year, perhaps the most important for Andy was the success of his baseball instructional effort, a finishing school for ballplayers that saw seven players signed to MLB-affiliated minor-league clubs. Getting minor-league players into the majors has given the USPBL credibility and legitimacy among MLB clubs and players.

The USPBL was also profitable in the inaugural season with more than \$3 million in corporate sponsorships. Andy is now looking to add a fourth team for the 2017 season and begin to expand the league across the Midwest in the near future.

Prior to founding General Sports, Andy helped lead the ascent of the Palace Sports and Entertainment organization to the top of the sports and entertainment world. As Senior Vice President of Palace Sports and Entertainment, Andy oversaw an executive sales staff responsible for promoting and operating the Palace of Auburn Hills, Detroit Pistons, Detroit Vipers Hockey Club, Detroit Shock of the WNBA, Meadow Brook Music Festival, and DTE Energy Music Theatre (formerly Pine Knob).

Andy's drive for top-level achievement has long been evident in his pursuits and successes. He was an All American high school wrestler, and he won three State Wrestling Championships. He went on to become the New England Wrestling Champion in 1981. He also was an All-State Cross Country Runner, and home course record holder.

Andy has a Masters Degree in Sports Management and a Bachelor of Science in English from Springfield College in Springfield, Massachusetts. He serves on the Board of Directors for the General Sports Foundation/Suite Dreams Project. He resides in Bloomfield Hills, Michigan with his wife Kristiana, son Brock, and daughters MacCall, Avery and Quinn.