

*Today's Strategies*



*Tomorrow's Solutions*



For Immediate Release

Contact            Matthew Saltzman  
                         CEO and Managing Partner  
                         Tel: 502-632-1771  
                         [info@pallaspartners.com](mailto:info@pallaspartners.com)

### **Pallas Partners to Advise University of Louisville Woman's Basketball Program**

**Nov 3, 2009**– Pallas Partners today announced a multi-tiered relationship with the University of Louisville Woman's Basketball program. The University of Louisville Woman's team finished number 2 in the nation in 2009 and reached the NCAA Championship Game for the first time in school history. Pallas Partners will act as a Strategic Advisor to University of Louisville Women's Basketball Program and assist them in achieving the goals of the program. To celebrate its relationship with the program Pallas Partners has entered into a multi-year agreement to sponsor the Pallas Partners Showdown. The annual Showdown will be a one game event between the University of Louisville Women's team and a top ranked opponent. The first annual **Pallas Partners Showdown** will be on December 6, 2009 against Utah. It will be a pack the house event.

"We are thrilled to be able to have a group as talented as Pallas affiliated with the Woman's program", said **Julie Hermann, Executive Senior Associate Athletic Director University of Louisville**; "Our program has emerged as one of the best nationally and to have the ability to access these types of resources will only enable us to continue to improve our performance as a program." The Cardinals are coming off their best season in program history. Louisville made its first national championship game appearance, set a school record for wins in a season with 34 and finished the year ranked a program-high No. 2 in the USA Today/ESPN Coaches poll.

"To be associated with a program the caliber of the University of Louisville Woman's Basketball program is an honor", stated **Matthew Saltzman, Pallas Partners CEO and Managing Partner**; "The University of Louisville is an outstanding institution and exudes excellence in everything it does and we fully expect the Women's program to be a national powerhouse for many years to come".

###

#### **About Pallas Partners**

Pallas Partners is a regional firm based in Louisville, Kentucky. We are a strategic advisory group focused on helping our clients achieve their goals and objectives with an emphasis on capital structure, operating efficiencies and revenue growth. Our team is comprised of multi-disciplined, senior level advisors with an average 25 years experience. Typical clients range from mid-sized, privately held companies to public corporations and governmental agencies that consider strategy and execution to be critically important now more than ever. [www.pallaspartners.com](http://www.pallaspartners.com)