

**PROMOTER LINE, INC.**

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# PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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## **PROMOTER LINE, INC. GOES COAST-TO-COAST CREATING WEST COAST DIVISION**

***Texas-based event production company adds several national sporting events to their roster by acquiring "Blue Wolf Events" and services of founder Jeff "Frosty" Frost***



Blue Wolf Events Founder  
Jeff "Frosty" Frost

**DALLAS/FORT WORTH, TX, August 19, 2009** - Jeff "Frosty" Frost, founder of Blue Wolf Events, a full-service event management and production company specializing in national sporting events, has been acquired by Dallas/Fort Worth based Promoter Line, Inc. (PLI). Frost will open and head PLI's new West Coast location in Utah. The deal significantly increases PLI's client roster as Blue Wolf currently handles agreements for a variety of major events including the Sun Trust National Marathon in Washington, D.C.; the Sea Otter Classic in Monterey, California; the Danskin Women's Triathlon Series events (in Denver and New Jersey); and the six-stop National Mountain Bike Series events in Idaho, Vermont, West Virginia and several other states.

PLI pursued Jeff Frost and Blue Wolf to further expand their rapidly growing Bike/Run department, which already boasts contracts for some of the nation's premier charity bike rides and marathons, including the annual Audi Best Buddies Bike Challenges in Massachusetts and California, and The National Multiple Sclerosis Society's Bike MS rides in Dallas and San Antonio. The acquisition of Blue Wolf Events not only adds significant dates to PLI's production schedule, it also cements coast-to-coast operations for Promoter Line, as they will now have an office in Utah in addition to their East Coast office in Boston and their headquarters in Colleyville, Texas.

Though the event agreements Frost's company could bring to the table were attractive incentives for the deal, Promoter Line, Inc. President Jerry Thompson admits that an even bigger draw was the opportunity to bring Frost's talents to the PLI team. "Jeff brings a wealth of experience in the Bike/Run event spectrum, and he will be a pivotal part of the Bike/Run team as we continue to expand," said Thompson.

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Frost has over twenty years of experience in event production, beginning in 1989 on the East Coast in the ski business, culminating in 2002 with the Winter Olympic Games in Salt Lake City, Utah. His recent event credits include the US Mountain Bike and Road National Championships (California and Utah), Suntrust National Marathon (Washington D.C.), the WPSA Snowcross events (in Canada, Minnesota and Michigan), among many others.

Blue Wolf Events formally fell under ownership of Promoter Line, Inc. last Friday, August 14, 2009. For more information on Promoter Line, Inc. log onto [www.promoterline.com](http://www.promoterline.com). To reach Jeff Frost directly, send an email to [frosty@promoterline.com](mailto:frosty@promoterline.com).

**About Promoter Line**

Promoter Line, Inc. provides entertainment and event services to organizations, festivals, charities, client sponsors and individuals around the globe. Promoter Line, Inc. provides services for all aspects of production including planning, talent booking, promotion, staging, lights and sound plus onsite execution and onsite staffing and management. Promoter Line, Inc. has been in business since September 1993. For more information on Promoter Line, Inc., visit [promoterline.com](http://promoterline.com) or call 817-557-1009.

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