



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

November 17, 2009

Contact: Brian Breseman (813.301.6871, [bbreseman@sptimesforum.com](mailto:bbreseman@sptimesforum.com))

### TAMPA BAY LIGHTNING AND FRANKCRUM TEAM UP WITH SPONSORSHIP DEAL

*Multi-year Partnership Makes FrankCrum the Official Payroll, HR and Temporary Staffing Service Provider of the Tampa Bay Lightning*

**TAMPA BAY** - The Tampa Bay Lightning and FrankCrum recently signed a multi-year sponsorship contract, the club announced today. The partnership makes FrankCrum the official and exclusive payroll and human resource service provider of the Tampa Bay Lightning and the St. Pete Times Forum. In addition, FrankCrum will provide other administrative and employee solutions to the Lightning including employment tax expertise and unemployment claims management. FrankCrum also becomes the exclusive provider of temporary staffing services for the organization.

"We are excited about our new partnership with FrankCrum," said Oren Koules, Owner and Governor of the Lightning. "Their level of personal service and attention to detail greatly improves our human resource efficiencies, allowing a company like ours to better serve all of our full and part-time employees."

In addition to acquiring logo rights and the opportunity to market itself as the official and exclusive payroll, HR and temporary staffing service provider of the Lightning, FrankCrum is receiving several elements in the partnership, including branding one of the St. Pete Times Forum's two 50-person oversized corporate suites, now entitled "The FrankCrum Club."

"FrankCrum is honored to be the payroll, HR and temporary staffing service provider for both the Tampa Bay Lightning and the St. Pete Times Forum," said FrankCrum President and CEO Frank Crum. "We have been providing this service for some time, and have been long-time supporters as a suite holder since the move to the Forum. FrankCrum is committed to major league sports and we feel that the Tampa Bay Lightning is one of the Bay Area's elite teams."

Other elements of the deal include two dasher board locations at the St. Pete Times Forum for all Lightning home games, in-arena signage on the Lightning's LED ribbon boards, 30-second television spots on the team's over the air broadcasts and ads in the team's game program. The partnership agreement expires in August, 2012.

-- [tampabaylightning.com](http://tampabaylightning.com) -- Twitter - @TBLightning -- Facebook -- [facebook.com/lightning.nhl](http://facebook.com/lightning.nhl) --

~TOGETHER WE WILL~