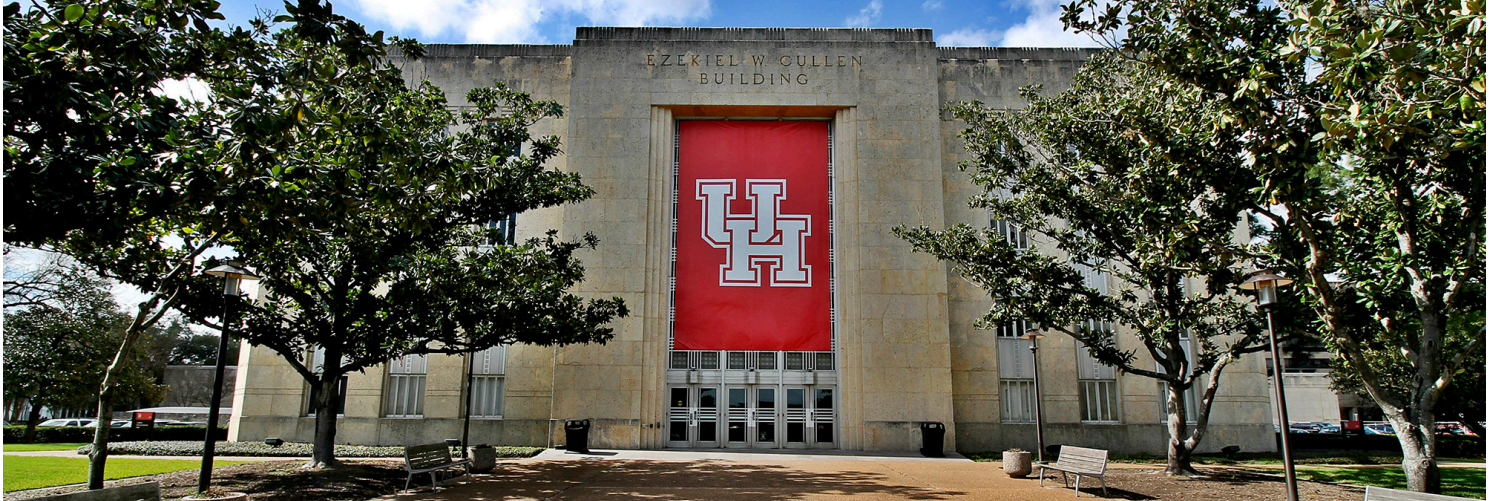


UNIVERSITY OF HOUSTON - ASSET MANAGEMENT Houston, Texas



ROLE OF STAFFORD SPORTS

The University of Houston retained Stafford Sports to evaluate all aspects of facility operations, maintenance, custodial services, event bookings and food and beverage operations for its athletic facilities. The University had Stafford conducted an evaluation of the University's agreement with a third-party vendor. Stafford provided a detailed summary report to the University which:

Analyzed the business viability of the University's sports and entertainment venues to generate revenue from external events.

Provided recommendations as to future revisions to athletic facility operating policies, procedures and systems.

Stafford was then retained to provide ongoing guidance regarding necessary changes all areas of operation by the University vendor. Stafford developed and executed a comprehensive transition plan for the University. Stafford's proprietary project management system provided the University with regular updates regarding implementation of recommended changes and modifications to the operation.

AS ASSET MANAGERS, STAFFORD RESPONSIBILITIES INCLUDED:

- Ongoing project management
- Implementation of recommended transition plan
- Management of vendor contract
- Budget development and oversight
- Evaluation of monthly, quarterly and annual financial performance
- Identification of operating issues and solutions
- Implementation of revisions to policy and procedures
- Human resource issues including employee hiring and retention
- Recommendations regarding organizational structure
- Oversight of capital improvement plans
- Identification of options regarding third party service providers
- Development of RFP's
- Development of booking, marketing and public relations initiatives

END RESULT

Stafford's Asset Management services resulted in demonstrable improvements in numerous areas of the operation, mitigation of operating losses with less funding by the University and development of a blueprint for increased sources of revenue.