



Contact: Jonathan S. Blue
Chairman & Managing Director
Blue Equity, LLC
333 East Main Street, Suite 200
Louisville, KY 40202
Tel: 502.589.8181
jblue@blueequity.com

Matthew Kingsley
President & CEO
3 Kings Entertainment
2 Primrose Street
Chevy Chase, MD 20815
Tel: 713.248.1210
matthew@3KingsEntertainment.net

FOR IMMEDIATE RELEASE

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**BLUE EQUITY ANNOUNCES
THE ACQUISITION OF
3 KINGS ENTERTAINMENT**

May 25, 2016, LOUISVILLE, KENTUCKY – Blue Equity (www.blueequity.com) has announced that it has acquired **3 Kings Entertainment** (www.3kingsentertainment.net) as it continues to add to its platform in the sports and entertainment industry.

3 Kings Entertainment is based in Washington, D.C. and is one of the premier, full-service broadcasting talent agencies in the industry, focused on representing a diverse group of media personalities: anchors, reporters, sportscasters, weathercasters, correspondents and studio hosts. 3 Kings Entertainment was established in 2003 and currently represents over 100 clients. Notable clients include Fox & Friends co-hosts **Anna Kooiman** and **Clayton Morris**, CNN Sports anchor **Andy Scholes**, ESPN SportsCenter anchors **Elle Duncan**, **Doug Kezirian**, **Zubin Mehenti** and **Cary Chow**, NFL Network correspondent **Desmond Purnell**, CBS Sports host **John Schriffen**, HLN host **Mike Galanos**, ABC News correspondent **Eva Pilgrim**, SNY host **Larry Ridley**, NESN host **Gary Striewski**, Big Ten Network host **Rick Pizzo**, Bleacher Report host **Dan Pecoraro**, Minnesota Timberwolves TV Play-By-Play Voice **Dave Benz**, Inside Edition correspondent and CBS Thursday Night Football special correspondent **Megan Alexander**, and the Travel Channel “Street Eats” host **Nick Smith** amongst many others.



Blue Equity previously developed a sports and entertainment platform known as Blue Entertainment Sports Television (BEST) and quickly grew it into one of the largest within the sector. Blue Entertainment Sports Television included major NBA, NFL, and tennis practices as well as divisions involved in the production and marketing of events and media. In 2010, Blue Equity sold the company to Lagardère Unlimited and was under a multi-year non-compete that has since expired.

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“We are delighted to partner with Matthew Kingsley and the company he has developed over the past 13 years. My management team and I believe that 3 Kings Entertainment is a phenomenal agency which represents many high profile clients over a wide variety of industry mediums. 3 Kings Entertainment’s client diversity will complement Blue Equity’s “full service” platform. We plan to grow the company by giving Kingsley access to our extensive network, providing back office services to streamline his enterprise and implement a more formal structure to an already efficient organization,” said **Jonathan S. Blue, Chairman and Managing Director of Blue Equity, LLC.**

The broadcasting agency will continue to operate under the name 3 Kings Entertainment in the interim with additional lifestyle and sports firm acquisitions to be announced by Blue Equity in the upcoming months.

Matthew Kingsley, the President and CEO of 3 Kings Entertainment, stated “Over the past decade, I have been approached by multiple sports and Hollywood agencies but could never see the fit. After meeting Jonathan Blue, I knew that I wanted to be in business with him and his organization, especially after seeing what he was able to accomplish in building the BEST platform. His vision for the future of the talent representation industry aligns with mine. Also, I recognized that this partnership will give 3 Kings Entertainment a bigger platform, better access and greater opportunities for my clients.”

For more information, visit Blue Equity at www.blueequity.com.

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BLUE EQUITY, LLC (www.blueequity.com) is an independent, private equity firm that invests in enterprises with solid developmental potential. We form partnerships with existing management teams to leverage the collective expertise of all involved. Our investment efforts and managerial capabilities are focused on the operation of a global and diversified portfolio including current and historical holdings in oil and gas, media, sports and entertainment, global communication, spirit and wine distribution, manufacturing and other distribution businesses. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace.

3 KINGS ENTERTAINMENT, LLC (www.3kingsentertainment.net) has negotiated thousands of contracts and represents a diverse group of media personalities, anchors, reporters, sportscasters, correspondents, weathercasters and studio hosts on FOX News, CNN, HLN, ESPN, FOX Sports, NFL Network, CBS Sports, Big Ten Network, Travel Channel, E! News, MTV and within the major station groups on FOX, ABC, CBS, NBC, Tribune, TEGNA, Cox, Hearst, Scripps, Graham Media Group, Sinclair, Meredith, Raycom & beyond.