

PRESS RELEASE - FOR IMMEDIATE RELEASE

March 7, 2007

**Beat the Streets Wrestling, Inc announces restructuring.
National Champion Morrison to lead expanded effort.**

NCAA Champion Dean Morrison has been hired by Beat the Streets Wrestling, Inc. to lead the continued growth of the sport of wrestling in New York City.



Dean Morrison

Because of the unprecedented growth of the organization, whose mission it is to raise the profile of the sport of Wrestling in New York City, Beat the Streets Wrestling Inc. has reorganized its professional staff by making some internal structural changes by securing an additional Dean as its full time Chief Executive charged to oversee and direct the scope of the entire Beat the Streets Wrestling Program.

Dean comes with a tremendous athletic, marketing and expansive resume after being on the national team for the past 8 years. He resume includes a broad experience in marketing working closely with RPW, USAW as well as an entrepreneur developing his own businesses.

Michael E. Novogratz, Chairman stated “ Dean's job is to bring the entire New York City wrestling community together expanding wrestling opportunities for the 1.3 million boys and girls living within the 5 boroughs.

While Morrison, a New York native and former NCAA Champion from West Virginia, has been hired to serve as the full time Executive Director of the entire program, Bill Crum, will continue to oversee the middle school growth and development by implementing the CHAMPS Program with the DOE. The Partnership Agreement will result in the implementation of 60 new CHAMPS programs that will bring over 100 middle school wrestling programs on line by the year 2011.

Julieta Okot will move under the direction of Dean Morrison focusing her energies completely on the development of coaches for the middle schools. Harold Berger, will continue working closely

with all new MS and High School teams making sure the equipment, mats, administrative responsibilities and services that are needed by the coaching staff.

As planned in 2005, the growth of the middle school effort is right on schedule with over 40 middle school programs operating. Each school has a wrestling mat, equipment, a certified teacher/coach and an assigned season.

Beat the Streets Wrestling Inc.'s Partnership Agreement with the Department of Education/Public School Athletic League is moving forward and the new PSAL/BTS full-time wrestling commissioner has issued letters of intent to 13 new high school programs for the 2007-2008 school year thus far.

In the 2007, as part of the agreement, an additional 5 new high schools were added and currently participating in a developmental league within the PSAL.

In March, the inaugural 2007 Developmental Training Centers will begin in 3 locations with one in Manhattan, Brooklyn and Queens. In July of 2007, 250 BTS and high school wrestlers will be eligible for some assistance in attending one of 5 wrestling camps under review by the Board.

In the fall of 2007, the inaugural Beat the Streets Youth Program will commence utilizing USA Wrestling Kid Wrestling objectives of "Fun and Fundamentals".

On Feb. 12, 2007, a dozen people with a strong interest in Youth Wrestling met at the BTS Office in Manhattan to discuss the implementation and integration of youth wrestling into the Beat the Streets System.

The Youth Program will serve as the feeder program for the middle school thereby creating a well-coordinated complete feeder system. The DOE and the PSAL are working closely trying to establish new programs that integrate and provide the continuity that is required of establishing a well-organized and productive system connecting all levels.

Regional training centers will be organized in each borough with paid professional part-time coaches manning each of the Youth Developmental Centers. The coaches for these centers will come from former wrestlers who work and reside within the New York Metropolitan area.

The Beat the Streets Program is well on the way of doing great things for kids in New York City and perhaps, somewhere down the line, developing quality wrestlers who aspire and have the passion to compete at the state, regional, national and world level.

One of America's greatest wrestlers ever, was Henry Wittenburg, a kid from Brooklyn, who rocked the wrestling world by winning 9 National Freestyle Championships, the 1948 Olympics and a Silver Medal in the 1952 Olympics. Wittenberg, who attended CCNY, was one of the 7 wrestlers chosen to be in the first class of Distinguish Members of the National Wrestling Hall of Fame in Stillwater, Oklahoma.

It is the goal of Beat the Streets Wrestling, Inc. to provide the opportunities for the next Henry Wittenberg.

For more information about Beat the Streets Wrestling, Inc. contact Dean Morrison at 212-497-2800 or deanmorrison@msn.com.