



For Immediate Release

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**STELLWAGEN VENTURES SET TO LAUNCH NEW VENTURE FIRM FOCUSED ON
MUSIC, SPORT, MEDIA AND GENERAL ENTERTAINMENT**

Boston, MA // London, UK: Former senior Vivoom and Sony Music Entertainment executive Jeff Walker and Matthew Baxter, former Liverpool FC Board Director and Chief Media Officer, have joined forces to form Stellwagen Ventures Limited. The new global venture firm, with offices in the US and UK, is focused on brokering deals in music, professional European sport, media and general entertainment.

In the midst of a global pandemic, arguably the most challenging time in business history, Stellwagen Ventures is hitting the ground running with momentum around numerous deals that are rapidly progressing towards the finish line -- both in the acquisition of IP music rights as well as investments and sponsorship deals on the sports side of the business.

Stellwagen Ventures represents a number of deals and has the exclusive rights to several high-profile investment and major sports sponsorship opportunities across multiple leagues including La Liga, Scottish League, rugby, cricket and other major sporting events.

Commenting on the company's launch, Managing Director and co-Founder Jeff Walker said, "At a time when we are all professionally challenged, I see a massive opportunity stemming from the pandemic. Music IP rights have long been viewed as a solid alternative asset, and now that the COVID crisis has shut down touring, the financial engine of the music industry, artists are poised to exercise their ability to cash in and potentially receive a pay day not unlike LeBron James would."

Matthew Baxter's experience includes 25+ years in the movie and media business, followed by Premier League Football champions, Liverpool FC (part of Fenway Sports Management) as Board Director and Chief Media Officer on the Executive Team and more recently President of Dugout.

"Having worked across all aspects of media and commercial sports, from traditional sports marketing opportunities to investments and capital raises, Stellwagen Ventures is perfectly primed to facilitate and broker major sponsorship deals," Managing Director and co-Founder Matthew Baxter said. "I'm beyond thrilled to launch Stellwagen Ventures with my business partner Jeff and if the early momentum is any indication of the success we'll have, I can't wait to see what lies ahead. Paramount to our success is the critical mix of the right people and a dynamic team with the experience and resolve to deliver the results."

About Stellwagen Ventures:

We are a strategic, global venture firm brokering deals across music, sports, media and entertainment. Our ethos is to promote a win/win model that supports shared success in everything we do. We are about *winning* -- winning together. The artist, the athlete, the buyer, the seller, the brand, the franchise, the broker.

Context on our name: Stellwagen Bank is a protected National Marine Sanctuary wedged between Cape Ann on Boston's north shore, and the tip of New England's Cape Cod. Renowned for its rich marine life, it's a place where people go to whale watch and where anglers go to catch large tuna and striped sea bass. The beauty is, most of the year it's protected fishing grounds, that is, catch and release. That's where our winning formula kicks in. The fish win. The fishermen win. Everybody wins. Everybody's happy. That's our model at Stellwagen Ventures.

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