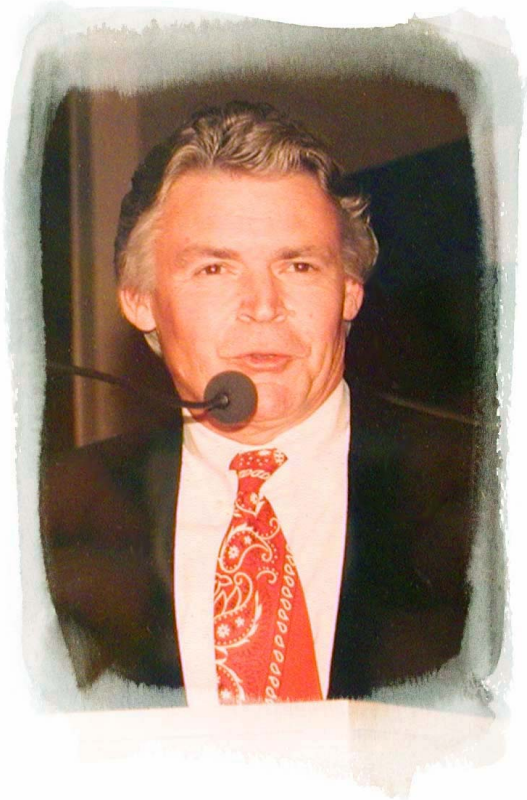


## KEY PERSONNEL -- Yankee One Management Inc. / Billy Martin's USA, Inc.

### Doug Newton, CEO and Founder



Doug is CEO of Billy Martin's USA, Inc. and co-founder of its western-lifestyle retail brand, *Billy Martin's* which he and Billy opened in New York City in 1978.

Martin retired from the business in 1982 but his name and Doug have remained with the company ever since. Liz Smith in her national column described *Billy Martin's* as the finest upscale western store in the world, and Billy Bob Thornton said "This place made me realize I have good taste."

Prior to opening the western business, Doug was head of Yankee One, Inc., a sports management company whose clients included Roger Maris, Sparky Lyle, Whitey Ford, Phil Rizzuto, Mickey Mantle and Billy Martin.

Over the years Doug negotiated Billy's contracts with baseball owners George Steinbrenner and Charles O. Finley and all of Billy's commercials for Lite Beer and other national brands.

He also originated the idea of two national best-selling books: "Number One" and "The Bronx Zoo" with the latter achieving the NY Times #2 position for six months

Prior to Yankee One, Doug began his career at Benton & Bowles in their account management training program. He later served in account positions for General Foods (Post Cereals), Proctor & Gamble, Peter Paul Candy, Norwich, Gillette (TRAC II) and the White House anti-inflation WIN campaign. While at B&B, Doug's received a prestigious CLIO award.

A native of Denver, Colorado -- the son and grandson of Texans -- Doug went east to attend Columbia University from which he holds a BA degree. He also attained a 1st degree black belt officially registered at the Kodokan Institute in Tokyo, Japan.

He is a charter and founding member of the Madison Avenue Children's Fund; retired member of the Children's Aid Society of New York; appointed member of two New York City Mayoral Sister City Programs, NYC-Rome and NYC-Tokyo; and former member of the Board of Trustees of the Big Brothers-Big Sisters of the Desert.

With the support of the L'Amour family, Doug conceived, organized and opened the Louis L'Amour Library and Gallery in Los Angeles, which included a photographic retrospective of the life and times of this prolific writer of the American West.

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