



Loiacono worked directly Legendary David Falk & Michael on the International Campaign "TRADE JORDAN" that led Loiacono to be named Top 100 Marketers by AD AGE. MEMORY: Eating breakfast with his Super Agent David Falk at the Carlsbad Airport Cafe and noodling out the TRADE JORDAN campaign on a napkin. It became reality.





Loiacono represented Garth, with the concurrence of Bob Doyle, to the NFL to sing the National Anthem at the Superbowl receiving a Platinum Album for Black & White Album. Loiacono collaborated directly with Don Garber at the NFL, who today, is the MLS Commissioner. MEMORY: Garth at the Superbowl in LA backstage party, knelling down to talk to my daughter, Rachel at 7 years old - super precious!



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Loiacono signed SHAQ right out of college to his first million-dollar deal. Later he and SHAQ designed the SHAQ SST for a Ford's International launch.

MEMORY: While designing the SST, SHAQ began stroking this beautiful design of a beautiful model in a bikini, Loiacono reached over and slapped his huge hands saying "Don't do that, those are my boys shooting this video" LOL - FYI, Loiacono has that video still!

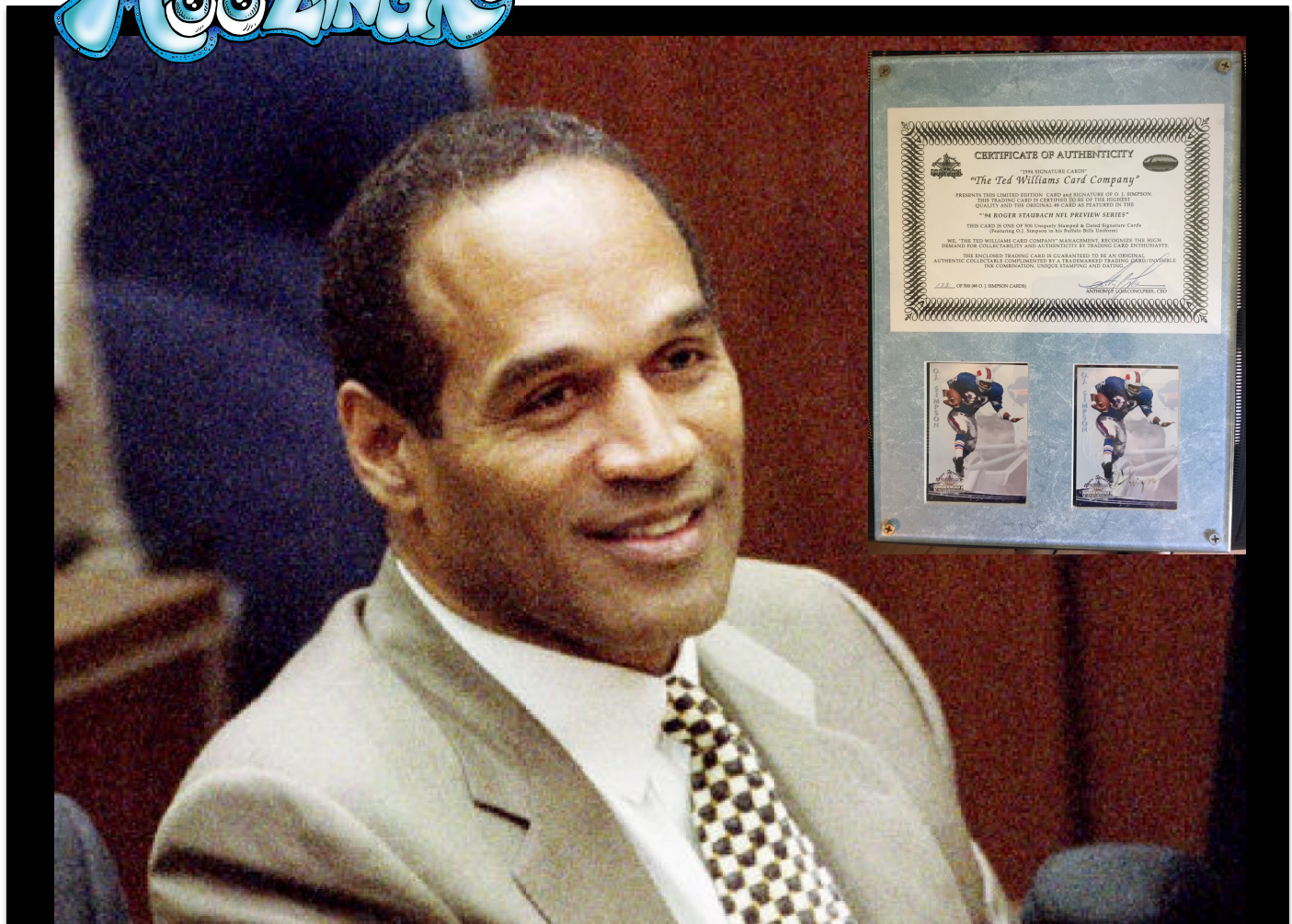


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Loiacono Executive Produced Blake writing a Dodge Ram commercial, LIVE Event in Atlanta & Writing another Song for the Epic Film Gods & Generals follow-up Album. MEMORY: Paying Blake \$5,000 for his first gig with Dodge.

He was awesome with the kids!



OJ Simpson signed the cards above in L.A. County Jail for Ted Williams Card Company. During the chase Loiacono, CEO of Ted Williams Card Company became worried that he could not deliver NFL Trading Cards to Doug McMillion (Now CEO, WALMART).

An hours-long car "chase" (average speed, 35 mph) started it all. America was obsessed with the O.J. Simpson murder trial from the moment the white Ford Bronco hit the freeway to the minute the infamous "not guilty" verdict was read. We listened on the radio on the way to work, watched at lunchtime and at night tuned in for the latest scoop.



Gary Bettman NHL Commissioner asked Loiacono to secure Justin Bieber NHL Celebrity All-Star game in Los Angeles. He brought together Allan Thicke, John Bennett Perry, Jerry Houser and Andy Abramson to assist Steve Mayer in his effort to secure Justin to trade his microphone for hockey stick at NHL Celebrity All-Star

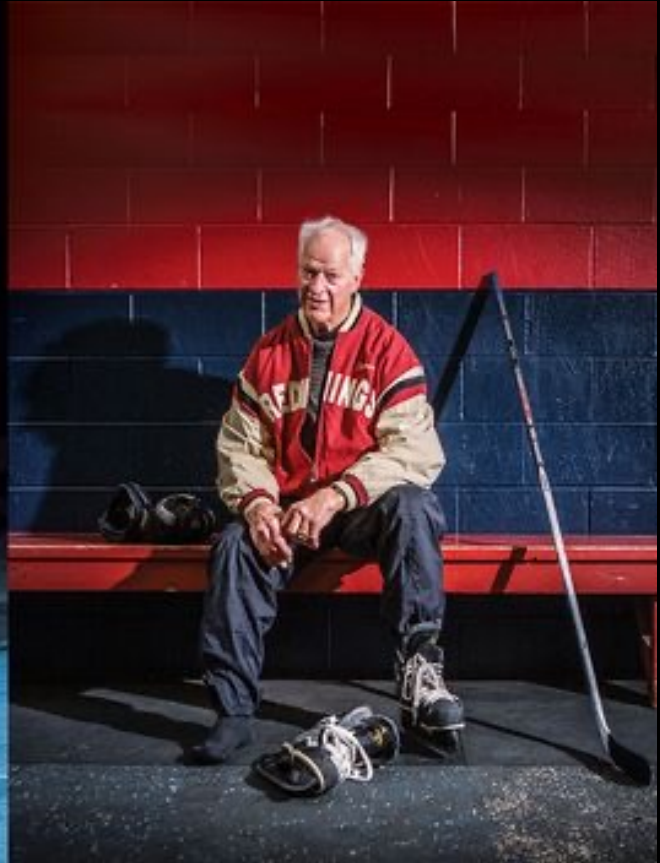


Loiacono has worked on numerous NFL Programs, signed him at Upper Deck as a spokesperson and partnered with him on the NASCAR "CONO" Car and more! MEMORY: Danny at the Quarter Back Challenge in Hawaii throwing darts during warm-ups. One skips off the ground and hits my daughter, Rachel. Sweetly, Danny comes over and apologizes to my daughter with tears in her eyes.

A man amongst men!

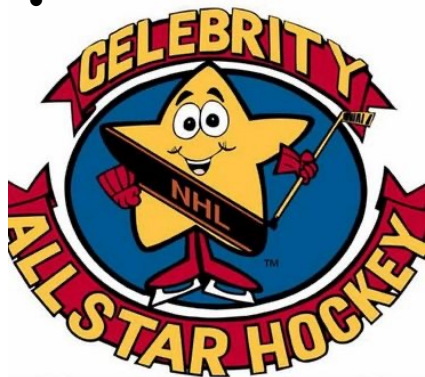


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As Executive Director of the NHL Celebrity All-Star Team, Loiacono had a two decade relationship with the NHL Legend #9 Gordie Howe. Working together with a all-star team of Hollywood Stars and NHL Legends, was part of our NHL Celebrity Team Gordie helped raise millions for Charity. MEMORY: Gordie would always nudge my boys on the bench and squirt them with his water bottle. My boys remember it to this day ... it happened numerous times.

R.I.P.

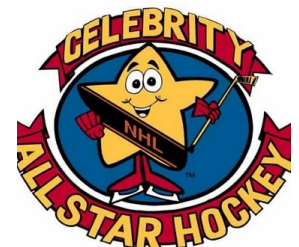
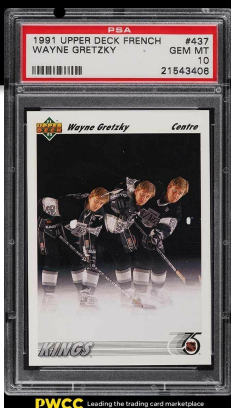




Loiacono worked extensively with Matt Perry NHL Celebrity Team ... dozens of events ... Sometimes I just kept the girls away. MEMORY: Matt wearing a blue cashmere overcoat with a visible rip in his left shoulder for all to see. Matt wore it for at least two winters while traveling with the NHL Celebrity All Star Hockey Team. PRICELESS. Ask him about it!



Loiacono signed Wayne Gretzky at Upper Deck to a long-term contract. They met through the NHL Celebrity Hockey team, who's marks Loiacono still owns. One of Loiacono's favorite memories was being handed Wayne's stick after the Caesar's Outdoor NHL Game on September 27, 1991 (Loiacono's birthday). Wayne's dad spent extensive time with Loiacono's sons behind the scenes.



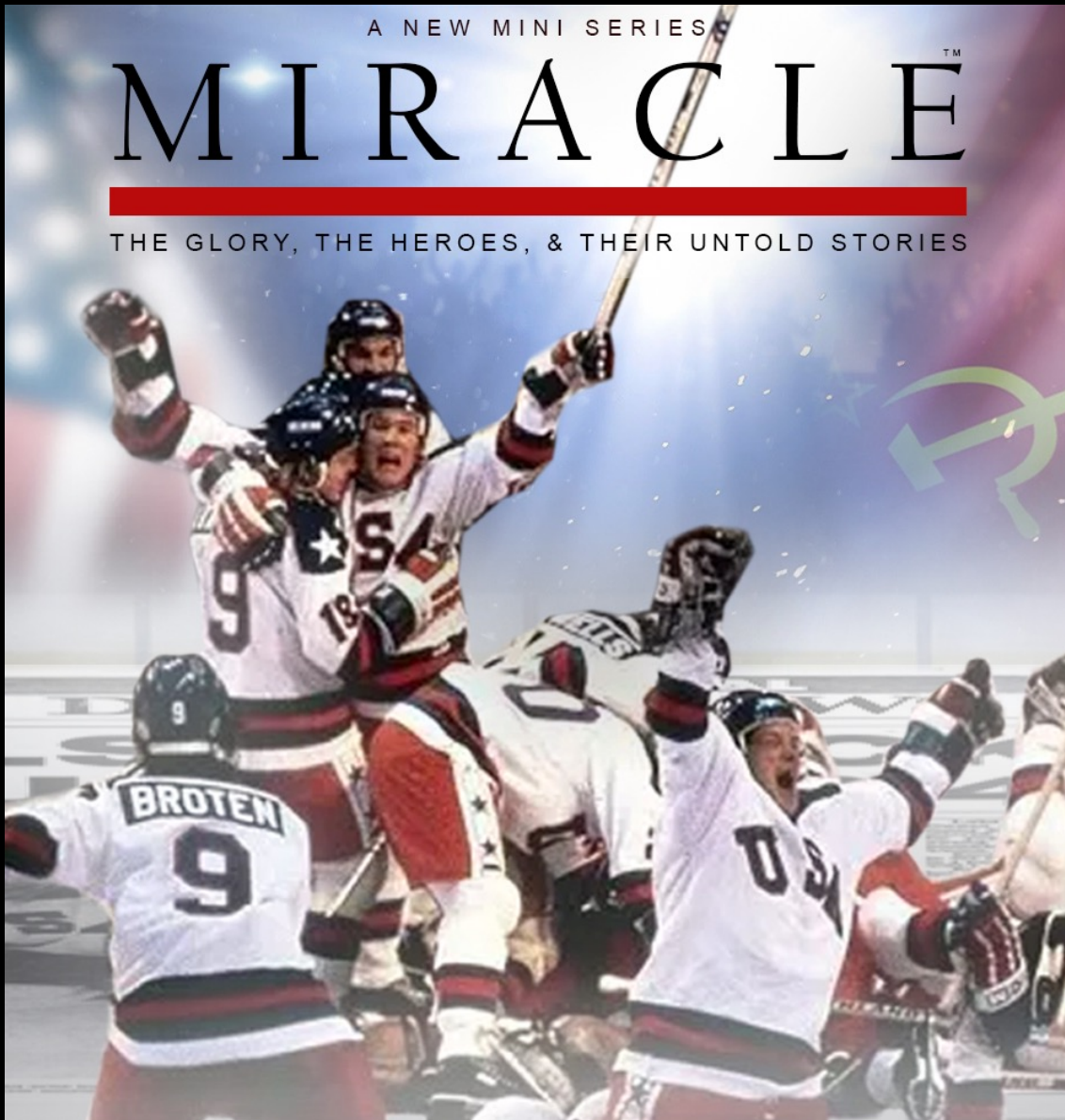


# TED WILLIAMS

**AMERICAN  
MASTERS**



Loiacono was a partner in The Ted Williams Card Company, mentor to his son John Henry and currently an owner of 100's of collectibles of "The KID." Credited with building an award-winning memorabilia platform still used today. MEMORY: The day after leaving Upper Deck, that gruff voice called me and said "Loiacono, lets start the Ted Williams Card Company" later personally asking me to be his son's mentor. "Tough Task" LOL R.I.P.



Loiacono is the Executive Producer of the upcoming story. If you are old enough to remember February 22, 1980, the USA Olympic hockey upset of the Soviet Union aroused your national spirit and personal pride. If you were too young or not yet born, this multi-part non-fiction series includes **never-before-seen 16mm film** of the 1980 team, bolstering the untold stories from the boys who delivered the greatest upset in sports history.



NASCAR driver Jeff Gordon (left) and actor Steve Harvey talk at the premiere of Warner Bros.' "Racing Stripes" at the Chinese Theater on January 8, 2005 in Los Angeles, California. Loiacono put together the program with Racing Stripes, Victory Junction and more Hollywood Stars. Over the years, Loiacono has put together go-cart racing and poker fund raisers with Jeff and his father John Bickford, Sr. Both of Loiacono's sons worked for Jeff and his dad.