



ROC NATION LAUNCHES ROC NATION SPORTS, SIGNS NEW YORK YANKEES ALL-STAR ROBINSON CANO

Forms Partnership with CAA Sports to Co-Represent Cano

LOS ANGELES/NEW YORK (April 2, 2013) – Roc Nation, a full-service entertainment company founded by Shawn “JAY Z” Carter, announced today the launch of Roc Nation Sports, a full-service sports management company, and has signed MLB All-Star Robinson Cano of the New York Yankees. Roc Nation Sports, led by Carter and Juan Perez, who serves as President, has partnered with CAA Sports, a division of Creative Artists Agency (CAA), a leading entertainment and sports agency, to co-represent Cano.

“Because of my love of sports, it was a natural progression to form a company where we can help top athletes in various sports the same way we have been helping artists in the music industry for years,” said Carter.

A four-time MLB All-Star, Cano is a member of the Yankees’ 2009 World Series championship team, a four-time Silver Slugger Award winner, and two-time Gold Glove Award winner. Since his Major League debut in May 2005, he leads all second basemen in hits, doubles, and RBIs and has more home runs than any second baseman in Yankees history. The son of former Major League player José Cano, he wears No. 24 to honor Jackie Robinson, after whom he is named and whose No. 42 is retired in baseball. In 2011, the Cano family established the RC24 Foundation to provide help and hope to sick and underprivileged children in New York City and the Dominican Republic.

“At this point in my career, I am ready to take a more active role in my endeavors both on and off the field,” said Cano. “I am confident that the pairing of Roc Nation Sports and CAA Sports will be essential in helping me accomplish my short- and long-term goals. I am making this important decision now so I can keep my focus on helping the Yankees succeed in 2013, while minimizing any distractions for me and my teammates.”

Cano will be represented on the field by a team of agents led by CAA Sports’ Brodie Van Wagenen. Since Opening Day 2011, CAA Sports’ baseball group has negotiated more than \$1.1 billion in Major League contracts, including eight contracts with a guaranteed value of \$50 million or more, of which four exceeds \$100 million, more than any other agency.

“Jay Z and his team at Roc Nation have successfully orchestrated powerful brand and business-building opportunities for their clients,” said Michael Levine, Co-Head, CAA Sports. “We look forward to combining our wide-reaching resources on behalf of top athlete clients like Robinson Cano to help them accomplish their goals on and off the field.”

ABOUT CAA SPORTS

CAA Sports represents more than 800 of the world's best athletes in such sports as baseball, football, hockey, basketball, soccer, tennis, and golf, in addition to coaches, on-air broadcasters, and sports personalities. Beyond traditional athlete representation, CAA Sports provides unique opportunities for clients off the field, in areas including licensing, endorsements, speaking, philanthropy, and video games. CAA Sports also works in the areas of broadcast rights, corporate marketing initiatives, and sports properties for sales/sponsorships. CAA Sports is a division of Creative Artists Agency (CAA), the world's leading full-service agency. CAA represents the most creative and successful artists working in film, television, music, theatre, and video games, and provides a range of strategic marketing services to corporate clients. For more information about CAA Sports, visit sports.caa.com.

ABOUT ROC NATION

Founded in 2009, Roc Nation is a full-service management consulting, media and entertainment company, inclusive of artist, songwriter, producer and engineer management; music publishing; touring & merchandising; film & television; new business ventures; and a music label. It is home to a diverse roster comprised of critically acclaimed recording artists, writers and producers including Rihanna, Shakira, J Cole, Rita Ora, Calvin Harris, NO ID, Timbaland, Solange, M.I.A., Santigold, deadmau5, Wale, Meek Mill, etc. Artists signed to Roc Nation partake in full-rights deals, which are all encompassing and include ticket sales, record sales and all forms of endorsements. Roc Nation's management division oversees several aspects of client handling including live bookings, endorsement deals, tours, and licensing deals. Roc Nation is also a successful creative consulting firm on several projects, which include multi-platinum artists in all genres of music. Roc Nation has partnerships with award winning production team Stargate in Star Roc, as well as global management company, Three Six Zero.

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