



SUGARMAN
WORLD ENTERPRISES

April 28, 2014

SPORTS AGENT DAVID SUGARMAN TAKES ON WORLDWIDE CHALLENGES

NEW YORK – In Fall 2013 David Sugarman moved SugarTime, Inc. from Miami Beach to New York City with the goal of expanding the business far beyond the boundaries of sports and entertainment. Sugarman’s vision was unrestricted and as a result he and the rest of the Sugarman World Enterprises team taken on worldwide projects.

In early 2014 after meeting the family of Kenneth Bae, Sugarman spearheaded the #BringBaeBack social media campaign when North Korea was already making headlines. The Twitter-based campaign gained international attention when it was launched live on CNN with host Don Lemon. Sugarman made three more appearances on CNN on behalf of the campaign, which now has more than 3,000 followers actively engaged in the discussion to return Bae to his family.

“Working with the Bae family has been very rewarding,” said Sugarman. “I hope to be there when Kenneth comes home. It’s important that we continue to keep the conversation going, we have to maintain support for Kenneth and his family.”

Along with this pro-bono project, Sugarman continues to work on projects that expand the business model. Long-time friend, Pras Michel, founder of the Fugees and documentarian is working with Sugarman and his team on a number of projects. The worldwide expansion has Sugarman taking meetings throughout the Northeast and Canada as well.

In March and April, Sugarman and his team began consulting for Star Navigation Systems Group Ltd., an aeronautical technology company based out of Toronto. The STAR-ADS™ system reads, analyzes, stores and transmits flight data in real-time via satellite communication. The ADS (Airborne Data Service) utilizes encrypted data sent via satellite to a satellite ground station that is then relayed to a customer data center and to data servers offering real-time analysis, flight tracking, monitoring and end-of-flight alerts.

“This technology is truly the future of flight data and following the Malaysia Air flight, having people understand that STAR-ADS™ technology offers real-time analysis,” said Sugarman. “It’s important to me to work with companies and people trying to make the world a better place. That’s the mark I’d like to make.”

Sugarman World Enterprises is the parent company to SugarTime, Inc. The Agency and offers consulting services in the fields of: brand management, lobbying, marketing, public relations, social media, sponsorship/endorsement and business development. Sugarman World Enterprises was created following the expansion of David Sugarman’s businesses to New York in 2013.

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