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Leigh Steinberg Kicks Off Super Bowl Weekend with Two Celebrity-Filled Events in Miami

Leigh Steinberg hosts 24th Annual Super Bowl in Miami to benefit Haiti relief efforts

FOR IMMEDIATE RELEASE

PR Log (Press Release) – Feb 02, 2010 – Leigh Steinberg will be kicking off Super Bowl Weekend with two of the hottest, celebrity-driven parties in South Florida. Friday, February 5th starting at 8 p.m. Leigh Steinberg presents the Xenith VIP Super Bowl Bash at MI-VI Nightclub in Hallandale followed by The 24th Annual Leigh Steinberg Super Bowl Party at Miami Bayfront Park on Saturday, February 6th from 2 to 6 p.m.

EVENT ONE:

One of Southern Florida's hottest new nightspots, MI-VI Nightclub at Gulfstream Park & Casino, will host the Xenith VIP party which will boast attendees including Hollywood's hottest young stars and NFL elite. Sponsored by Xenith and Grey Goose Vodka, this exclusive event will allow VIP guests to sip on complimentary cocktails, dance to tunes from a Miami celebrity DJ and experience Xenith's innovative new helmet technology. While celebrating the kick-off to Super Bowl XLIV, this exclusive party will raise funds and awareness for Wyclef Jean's non-profit organization Yéle Haiti which will help bring relief efforts to the devastated nation of Haiti. This invite-only, VIP reception and gifting suite will take place on Friday, February 5th from 8 – 11 p.m. Doors will open for general public at 11 p.m. and the party will hop until 5 a.m.

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EVENT TWO:

The 24th Annual Leigh Steinberg Super Bowl Party in conjunction with World Water & Solar Technologies, Inc. will be held at the historic Miami Bayfront Park on February 6th from 2 to 6 p.m. to benefit Haiti relief efforts. Sponsored by Presidium SSE, Pros vs. GI JOES and Miller Coors, the Leigh Steinberg 24th Annual Super Bowl party will boast high profile guests including A-list celebrities, star athletes and major corporate executives. Keeping with Steinberg's commitment to the environment and Haiti relief efforts this year's party will welcome World Water & Solar Technologies Inc. as an event sponsor. Based out of Princeton, New Jersey, the company's mission is to make clean water and power available everywhere in the world through its cutting edge solar technology systems. With two Mobile Max™ units in Haiti, World Water & Solar Technologies Inc. is the only company able to provide up to 200,000 Haitians with fresh, clean drinking water daily. The Mobile MaxPure® products use sunlight to provide clean energy which is used to pump and purify water, providing up to 30,000 gallons of drinking water daily and providing clean, renewable energy.

"Our long-running party is something that means a lot to our past, present and future business relationships," says Leigh Steinberg of Leigh Steinberg Sports and Entertainment. "This year, we're excited to be adding on our Friday night party, giving guests double the fun for a truly memorable weekend."

For the past 24 years, the Leigh Steinberg Annual Super Bowl Party has been a draw for the "who's who" in Hollywood and professional sports with past attendees including Tom Cruise, Troy Aikman, Cuba Gooding Jr., Justin Timberlake, Lennox Lewis and Warren Moon. Even a group of deployed soldiers stationed overseas attended the annual party via satellite. This year's guests will be asked to donate to World Water & Solar Technologies Inc. in an effort to sponsor additional Mobile MaxPure® units to the country of Haiti in their time of need.

"The Super Bowl is a time for people to come together and watch one of the greatest American pastimes. It's a national event that brings people from all walks of life together," says Steinberg. "This is the perfect time for us to come together for an even greater cause and help those less fortunate than us that have been affected by the devastating disaster in Haiti. Each year our Super Bowl party ties into a greater commitment to different philanthropic initiatives and with the catastrophic earthquake in Haiti, we feel it's our duty to help raise funds and awareness for the relief effort. The devastation that this event has caused has been felt around the world and in bringing more attention through our Annual Super Bowl party, we hope to raise additional funds for relief efforts."

PRESS CONFERENCE

Prior to the start of the Leigh Steinberg 24th Annual Super Bowl Event, at 1:30 p.m., Leigh Steinberg will hold a press conference to welcome members of the media and speak about the Leigh Steinberg humanitarian initiatives for Haiti relief efforts as well as the inception of a new branch of Leigh Steinberg

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Sports & Entertainment.

Event planning and production management will be completed by The Hip Event, a public relations, marketing and special events firm.

About Leigh Steinberg

For over 30 years, Leigh Steinberg has pioneered the sports management industry, setting the standard for excellence in athlete representation. Leigh's unrivaled history of negotiating record-setting contracts and tireless dedication to charitable activities are the cornerstones of his business. Leigh's commitment and devotion to the industry enthused Hollywood movie executives, as he was the real-life inspiration behind hit movie Jerry Maguire and was the technical consultant to director Cameron Crow. His services have benefited hundreds of the most diverse and exciting clientele in the industry, including professional football, basketball and baseball players, world-champion boxers, pro golfers, top college and professional coaches, Olympians, media personalities, and superstars in the entertainment industry. To-date, Leigh has had the most number one NFL Draft Picks above any other agency or agent. Leigh's longstanding experience and unrivaled reputation built the foundation for him to write best-selling book "Winning with Integrity."

About World Water & Solar Technologies Inc.

WorldWater & Solar Technologies is a private company specializing in proprietary solar-driven water pumping and purification systems, mainly through its Mobile MaxPure® technology and product lines, which can produce an average of 30,000 gallons of potable water daily from freshwater sources, using solar power backed by an embedded battery bank. Reverse osmosis (RO) desalination and purification systems are also available. For more information about WorldWater & Solar Technologies, Inc. visit the website at www.worldwatersolar.com or call Melissa Burns at 609.356.0372.

About Presidium

With over 25 years of experience in the financial services industry, Presidium Group of Companies have created a clarity of understanding of the interrelated basic concepts of proper investment planning, insurance planning, estate planning, succession planning, wealth transfer, and wealth management. At Presidium Group of Companies, we have created a 360 degree process that drives the design and proper implementation of an overall client wealth and asset plan, utilizing superior analysis and technology to better meet the needs of our clients and their families.

About Xenith

Xenith is dedicated to advancing safety and activity through innovation and education, and manufactures the X1™ football helmet. The X1 features Xenith Adaptive Head Protection® technology, which reduces sudden movement of the head upon impact. It is available to teams nationwide and is accompanied by educational information about reducing the risk of head injuries. For more information, visit www.xenith.com.

About The Hip Event

The Hip Event is a full-service public relations, special events and lifestyle marketing agency that caters to the fashion, beauty, hospitality and entertainment industries. For additional information about our services, please go to <http://www.thehipevent.com>. The Hip Event is headquartered in Montclair, NJ with additional offices in Philadelphia, PA and Cherry Hill, NJ.

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