

**FOR IMMEDIATE RELEASE**

Media Contact: Matt Rizzetta, North 6th Agency  
212-334-9754, [mrizzetta@north6thagency.com](mailto:mrizzetta@north6thagency.com)

**Gnarus Advisors LLC Director Jessica B. Horewitz Appears as Featured Guest on Expert Roundtable to Address Legal and Economic Consequences of NFL Lockout**

*Expert from leading consulting firm joins industry leaders to discuss NFL economics and issues surrounding work stoppage*

ARLINGTON, VA – May 16, 2011 – Gnarus Advisors LLC (Gnarus), a leading consulting firm specializing in expert analysis, testimony and business advisory, today announced that Director Jessica B. Horewitz, Ph.D., was featured as a guest on Focus.com's expert roundtable, "The NFL Lockout: Where Are We Now and What it Means for Business."

Dr. Horewitz joined other leading sports business and labor experts from the Focus Expert Network to discuss the legal and economic consequences of the looming NFL lockout. Among the experts joining Dr. Horewitz were Craig Ferguson, leader of the Focus Expert Network, and Darren Heitner, the founder of a successful sports and talent agency with extensive experience with transactional work. Among the topics addressed during the panel discussion were:

- The real story behind the lockout
- The real economics of the NFL and the possible economic implications of a lockout going forward
- A look into the future – what's next for the NFL?

A complete PDF transcript of the discussion or an audio MP3 file is available for downloading here: <http://www.focus.com/events/finance/nfl-lockout> (registration required).

Dr. Horewitz has spent 15 years in the field of economic consulting, and has been an adjunct faculty member at Duquesne University (Pittsburgh, PA) and The George Washington University (Washington, DC). Her experience includes assisting Executive Director of the NFLPA DeMaurice Smith prior to his election to that position to help him better understand the issues that face the NFL and NFLPA. She also wrote her doctoral dissertation on the NFL's revenue structure, specifically the relationship between player costs and team profitability. Dr. Horewitz has also been involved in liability estimation, claims analysis, claim projections, and cash flow analysis in asbestos and other mass-tort matters. Her experience extends to lost profit analysis in contract disputes and general economic damages analyses.

"Jessica's extensive hands-on experience researching and consulting on the NFL lockout issue added invaluable perspective and insights to the discussion," said Stephen Sellick, founder and Managing Director of Gnarus Advisors. "We're delighted she was able to participate on the panel and share her thoughts on this issue."

Gnarus was recently named one of *Consulting Magazine's* "Seven Small Jewels." For more info about Gnarus, the company's team of experts and consultants, and the services that Gnarus provides, visit <http://gnarusllc.com/>.

**About Gnarus Advisors LLC**

Corporations, government agencies and law firms call upon Gnarus Advisors LLC to take on the challenges that arise from litigation, regulation and other sources of risk and uncertainty. Gnarus combines thorough economic analysis and advanced financial modeling with scientific and technical expertise to provide its clients with the resources and support they need across a wide spectrum of industries and disciplines. Gnarus experts and consultants are adept at solving complex business problems, identifying and mitigating risk, and supporting litigation efforts through in-depth research, analysis and quantitative modeling. The Gnarus team is comprised of hard working, experienced individuals who are recognized as leaders in their fields and bring years of academic, governmental and corporate experience to every client the company advises. For more information, please visit: <http://gnarusllc.com/>.