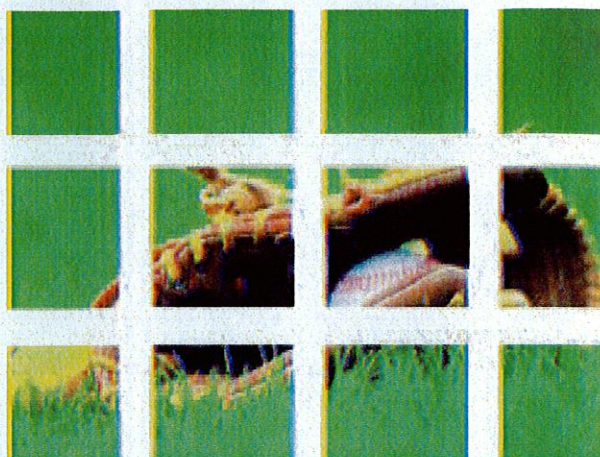
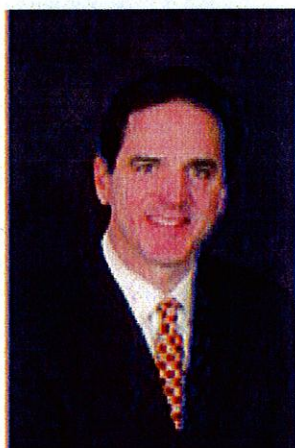


MIKE DIETZ

MR. SPORTS & ENTERTAINMENT



STARTS NEW BUSINESS



After a lengthy and successful career in the thick of major league Detroit sports and entertainment, Mike Dietz (Champlin

Class, 1987) is moving on to pursue a lifelong dream. For 17 years, Dietz has been a driving force in the marketing and growth of various Ilitch Holdings enterprises, such as the Detroit Tigers, the Detroit Red Wings, Little Caesars and the Fox Theatre, among others. He's represented owner Mike Ilitch in matters related to everything from cheese pizza to hockey's coveted Stanley Cup.

Now, Dietz has left the Ilitch operation to create Dietz Trott, a sports and entertainment business in Bingham Farms, Mich., with Dave Trott, Managing Partner of Trott & Trott. In addition to this new business, Dietz serves as Senior Vice President of Business Development for Trott & Trott, which is recognized as one of the nation's largest law firms handling residential default procedures. Trott & Trott represents most of the largest lending institutions in the country.

Dietz is responsible for the day-to-day operations of Dietz Trott, including the development of new business, contract negotiations, and strategic planning. Dietz joined Trott & Trott in November 2003, launched Dietz Trott shortly thereafter, and signed their first client in early January. The firm focuses on negotiating and fulfilling sponsorships and naming rights for sports and entertainment venues, hospitality and event management, and marketing consultations.

Eventually, Dietz plans to add the representation of professional athletes and entertainers.

Clients already include the University of Detroit basketball program, the Farmer Jack grocery store chain, and the huge "Arts, Beats and Eats" Labor Day weekend event with an art fair, music, and



In the course of his career, Mike Dietz has worked with many famous persons, including this 1989 encounter with Muhammad Ali, taken at an Olympia Entertainment promotion.

food fest that attracts over 1 million people to the Pontiac, Mich., area each year. Dietz recently worked with the Freedom Hill Amphitheatre in Sterling Heights, Mich., to find a naming rights partner.

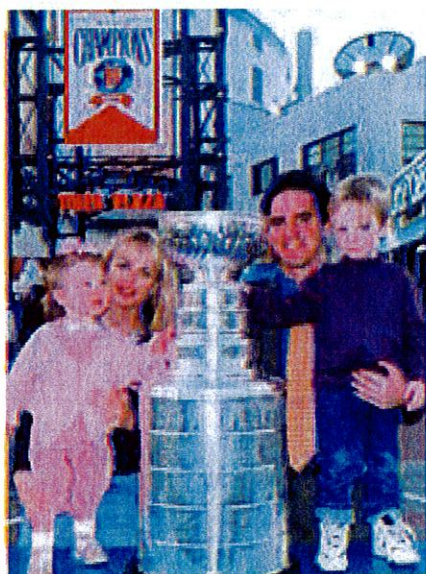
Dietz said the skills obtained over the years with Ilitch Holdings have proven very transferable to his new professional direction. "I can't think of better training than working for a business involved in sports, entertainment, and food service," Dietz noted.

Dietz has been a part of several storied successes with Ilitch. He was part of the Little Caesars enterprise when the pizza chain was adding 500 stores a year. He was also on board for the reopening of Detroit's Fox Theatre, signaling a major revitalization of that neighborhood and surrounding area.

He was the first employee into the Tiger camp when Ilitch bought the major league team in 1992, and was an integral part of the organization's revitalization with the

building of Comerica Park and a major overhaul in the customer service arena. It's a source of great pride that the Tigers at Comerica Park have earned a reputation as a fan-friendly team.

Dietz was also a key player in the Red Wings operation, as the long-struggling hockey team moved toward its first Stanley Cup in 42 years.



Bringing back the Big Prize — Mike and his family take a moment with the famous Stanley Cup in 1997, the first year the Detroit Redwings won the trophy following a 42-year drought.

Dietz has gone from the Red Wings, to Little Caesars, to the Tigers, back to Little Caesars, then back to the Tigers again. He's also been a part of Ilitch's work with Joe Louis Arena, Cobo Arena, Second City, and Olympia Entertainment, serving in various capacities. The Ilitch organization also owned (and Dietz worked with) arena football, professional soccer and lacrosse, family shows at Joe Louis Arena and the Fox Theatre, and many concerts.

One of Dietz's favorite aspects of the work is bringing in new business, ideally suited to Dietz, a man constantly in

motion. He rises early, gets to bed late, and, in the middle, is balancing business growth and management, community activities, and family.

Dietz serves as the Assistant Vice Chairman of Sales and Marketing for the 2004 Ryder Cup golf event at Oakland Hills Country Club in Bloomfield Hills, Mich., and sits on the board of directors for the Detroit Police Athletic League (PAL).

Former Tiger Manager Sparky Anderson's CATCH organization is another recipient of Dietz's enthusiasm and hard work as he serves on the golf committee for the charitable group.

Dietz and his wife, Kelly, have two children, Dillon, 10, and Lauren, 8. Dietz serves as coach of Dillon's baseball team and Lauren's soccer team. Just in case he has a spare moment, he also runs a 120-kid free basketball camp for grades K-2 in the winter.

Sports are a natural enthusiasm for Dietz, who served as captain of his college basketball team at Western Michigan University.

So what is it that keeps Mike Dietz going during his action-packed days? "I love the people. I consider myself a people-person," Dietz said. As usual, Dietz's personal enthusiasm is



Family plays a big role in Dietz's life. Here the family pauses during the First Communion celebration for daughter Lauren in 2004. Mike coaches Lauren's soccer team as well as his son Dillon's baseball team.

also something that's good for business. "What better way to judge customer service," he explained, "than to be working with people on a regular basis to experience those services."

One of the most interesting aspects of Dietz's work at Dietz Trott builds on his enthusiasm for people — and that is bringing in new business. "I love getting new business!" he said. "It's my goal every day to grow our current list of clients."

Dietz's work and his family life don't collide so much as they intermingle. Even while coaching his kids' sports teams, Dietz finds it natural to answer questions related to work. "It's not work," he explained, "it's a lifestyle. I was always told, if you work in something you like, it will never seem like work. It's just a matter of passion."