



## **WNBA's Atlanta Dream names Atlanta business and community leader Ashley G. Preisinger as Chief Executive Officer**

**Atlanta, Georgia (October 1, 2012)**— The **WNBA's Atlanta Dream** announced today the appointment of **Ashley G. Preisinger**, a 17-year Atlanta-based business executive, to the role of Chief Executive Officer (CEO) for the two-time defending Eastern Conference Champion. In her role as Dream CEO, Preisinger will oversee all aspects of the team including sales, finance and basketball operations.

“As we continue to invest in the team’s growth, we are thrilled that someone of Ashley’s stature, energy and talent will lead the Dream franchise into its sixth year. We are grateful for our loyal fans and our strong corporate support, and under Ashley’s leadership we will continue to build on the momentum the team has had this season in growing our fan base and awareness across the metro Atlanta area and beyond,” said **Mary Brock** and **Kelly Loeffler**, Co-Owners and Chairmen of the Atlanta Dream.

Preisinger departs Homrich Berg (HB), an independent wealth management firm she joined as Director of Client Development and Marketing in 2008. Prior to HB, Preisinger spent 11 years at Invesco (1996 – 2007), most recently as Senior Director of Strategy. She currently serves on the Board of Directors for Zoo Atlanta and is Co-Chair of the Board of Trustees for the Georgia Shakespeare organization. In 2008, Preisinger was chosen by the Atlanta Business Chronicle as one of their 40 Under 40 honorees. She received her undergraduate degree from Georgetown University and later earned an MBA in Finance from Emory University.

“I look forward to using the experience I’ve gained as an executive and active community member in Atlanta to complement the Dream’s terrific on-court success with a strong strategic vision to support the continued growth of the franchise, while providing an unrivaled in-arena experience and value proposition for our fans and partners,” said Preisinger. “On a personal note, as a mother of two who frequently attends games with my daughters it is vitally important to me that the Dream continue to serve as role models for young women and athletes and as pillars in the Atlanta sports community.”

**For an executive image of Ashley G. Preisinger please click the link below:**

*Photo credit:* Sara Hanna Photography - <http://sarahanna.zenfolio.com/p733564058>

The Dream look to continue their path to a third consecutive trip to the WNBA Finals on Tuesday, October 2, when they tipoff Game #3 of the Conference Semifinals in Indiana against the Fever.

The Atlanta Dream recently completed its fifth regular season as a franchise as part of the Women's National Basketball Association (WNBA), the world's longest-running women's professional sports league. The WNBA is currently celebrating the 40<sup>th</sup> Anniversary of Title IX.

For more information on the Atlanta Dream, please visit our **website:** [www.atlantadream.net](http://www.atlantadream.net), **Facebook:** [www.facebook.com/atlantadream](http://www.facebook.com/atlantadream) or **Twitter:** [www.twitter.com/AtlantaDream](http://www.twitter.com/AtlantaDream) accounts.

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**CONTACT:**

Tonya Alleyne **Atlanta Dream** 678-410-7396 [tonya.alleyne@atlantadream.net](mailto:tonya.alleyne@atlantadream.net)

Jeff Pomeroy **JDP Communications** 678-471-6590 [jpomeroy@jdppr.com](mailto:jpomeroy@jdppr.com)