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FOR IMMEDIATE RELEASE

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Children's Museum Adds Downtown Entrepreneur Robert Nanberg to Board of Directors



PHOENIX, AZ (February 5, 2007) – Robert Nanberg of Phoenix-based Team Shop Premiums, has joined the Children's Museum of Phoenix Board of Directors, it was announced by the Museum today.

Mr. Nanberg is co-owner and Managing General Partner of Team Shop Premiums, an Ad Specialty Distributor of premiums and promotional products headquartered in downtown Phoenix with a satellite office in Guangzhou, China. Team Shop Premiums is also a developer and direct importer of promotional products for many corporate customers as well as many professional sports teams, making merchandise that is either given away as advertising or marketing. Team Shop Premiums was born one and a half years ago when Mr. Nanberg and a partner bought the premium side of The Team Shop, a sports merchandising company from the joint Diamondbacks and Suns organization.

“Bob is a very energetic and passionate entrepreneur,” said **Deb Gilpin, CEO & President of the Children's Museum of Phoenix**. “His extensive experience in retail along with his experience on other respected and established Boards plus organizational expertise is very important to the Museum at this time in our maturity. We are thrilled to have him join our Board.”

A native of Illinois, Mr. Nanberg resides in Scottsdale. With degrees in both Finance and Marketing, **Mr. Nanberg has consulted on numerous projects locally and nationally.** His consulting projects include store design and merchandising for both the Phoenix Art Museum and the National Italian American Sports Hall of Fame in Chicago, a new retail concept for Arizona Highways Publications, and a new concept and retail store for the Rock and Roll Hall of Fame. He currently **serves on the Boards of the Phoenix Suns Charities, The Salvation Army and an advisory council to The Sister Cities Program.**

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The Children's Museum of Phoenix is a 501(c) (3) non-profit dedicated to opening a children's museum that will engage the minds, muscles and imaginations of children and the adults who care about them. The museum will focus on learning through play, with emphasis on early childhood education and school-readiness.

CMoP will be housed in what is now the historic Monroe School at 7th Street and Van Buren in downtown Phoenix. Groundbreaking on the site was held in April of this year marking the beginning of the building's restoration and renovation. For more information about the Children's Museum visit www.childrensmuseumofphoenix.org.