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## Larry Moulter and Bobby Orr join Bob Woolf Associates.

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BOSTON--(BUSINESS WIRE)--June 6, 1996--Ed Eskandarian, president and CEO of Arnold Communications, has announced that Larry Moulter and Bobby Orr have both agreed to join Bob Woolf Associates, effective June 10.

Arnold recently acquired Bob Woolf Associates, the highly renowned sports marketing

and representation company, to complement Arnold's full range of integrated marketing services. Bobby Orr, former Boston Bruins star and a member of the [National Hockey League](#) Hall of Fame, will assist Bob Woolf Associates in recruiting and working with top tier sports and entertainment personalities. Working closely with Bob Woolf Associates President of Team Sports Gregg Clifton, Orr is expected to focus on cultivating personal and professional relationships on behalf of the firm.

Larry Moulter has joined Bob Woolf Associates as president and CEO. Moulter, who left Delaware North after the successful completion of the FleetCenter

arena, will concentrate on consulting with major corporations on how sports and event marketing can enhance their communications efforts, as well as developing and promoting regional and national events.

Bob Woolf Associates joins Arnold Sports Marketing in giving Arnold Communications a powerful presence in the growing discipline. Bob Woolf Associates currently represents many top sports and entertainment personalities, including Larry Bird, Tom Glavine, Florence Griffith-Joyner, Larry King, Gil Morgan and Carl Yastrzemski. Arnold Sports Marketing represents national clients including [Volkswagen](#), Trek, the National Hockey League, [USA Hockey](#), Puma and EMC.

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