



GSE Worldwide Announces Deal to Acquire Top NFL Agent David Canter and DEC Management

Acquisition Brings Leading NFL Agency, DEC Management, into the Fold, Combining GSE's Existing Capabilities to Create an Immediate Industry Leader

New York, NY (August 22, 2021) – GSE Worldwide, a leading sports, entertainment, marketing, management, and talent representation firm, announced today that it has acquired South Florida-based DEC Management (“DEC”). DEC represents over 50 NFL players including NFL stars Demarcus Lawrence, Xavien Howard, Vonn Bell, Jamie Collins, Cody Barton, Asante Samuel, Jr, and Olivier Vernon. David Canter has personally negotiated billions of dollars of NFL playing contracts over his 25 years as a player agent. The acquisition combines DEC’s on-the-field representation capabilities with GSE’s off-the-field marketing operations to offer players comprehensive full-service representation.

DEC, based out of Davie, Florida, is led by its Director of Football Analytics & Contract Research, Brian McIntyre, Director of Client Relations and Services, Ness Mugrabi, and its principal, David Canter. Canter is regarded as a passionate and tenacious advocate for each of his clients. He is a top NFL agent who has negotiated dozens of market-setting and record-breaking contracts. All three gentlemen will be joining GSE as part of the transaction.

Already well established for their work in golf and tennis, GSE has set their sights on further developing their NFL presence. In 2020, the company announced their acquisition of an NFL-focused sports and entertainment agency, Grutman Sports and Entertainment and now by adding DEC to the mix, GSE has positioned themselves as an industry leader.

“We’re thrilled to welcome the DEC Management team and founder David Canter to the GSE team,” said Andrew Witlieb, President of GSE Worldwide. “Between GSE’s existing NFL marketing clientele and the powerful and talented client roster David and his team have put together, this further positions GSE as the top agency for NFL representation in the world.”

“Bringing DEC into the fold further showcases our aggressive growth strategy, while also complementing our existing sales and marketing offerings” said GSE CEO Mike Principe. “GSE has always – and will continue- to be known for providing best in class client service. With this acquisition we are excited to showcase that outstanding service to our expanded talent roster. We look forward to continuing our growth and expansion.”

“When GSE first approached us with a potential deal, we saw it as a natural fit,” added DEC Management founder David Canter. “We always prioritize our client’s growth and well-being first and that aligns perfectly with how GSE operates its business. I have known many of the principals involved for many years and have been impressed with their long-term vision, their culture, and their marketing and sales expertise. This deal allows our clients to expand their brand, increase revenue streams, protect



their on-field careers, and helps solidify post-playing careers as well. Our clients and their families will benefit greatly from our combined group, and from our powerful array of services and resources.”

Liad Meidar, Chairman of GSE Worldwide and Managing Partner of Gatemore Capital Management, GSE’s largest shareholder, also commented: “This acquisition marks another key milestone in GSE’s ambitious growth plans and immediately positions the company as a leader in NFL representation, with an enviable client list. DEC Management’s strong reputation and client-first culture is a perfect fit for GSE and will provide the company a broad platform in the largest sport in the US. We look forward to supporting the company in this next phase and are thrilled to welcome David and his team to the firm.”

Erik Rudolph of Fort Lauderdale-based [Farlie Turner](#) acted as investment banking counsel for David Canter and DEC Management. David Black and Mitchell Goldberg at [Berger Singerman](#) acted as legal counsel for DEC Management while Matthew Pace at [Rimon Law](#) acted as legal counsel for GSE Worldwide.

For additional information on GSE Worldwide go to www.GSEWorldwide.com.

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About GSE Worldwide

GSE Worldwide (www.GSEWorldwide.com) is a New York City-based leading sports marketing and management company that represents high-profile sports, entertainment, and broadcasting personalities; advises brands and businesses in their marketing and business objectives; and delivers unforgettable, world-class sporting events from intimate gatherings to sold-out stadiums. Follow GSE Worldwide on your favorite social media platforms with @GSEWorldwide and #GSENation.

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