

BARDSLEY & CARLOS LLP

MONDAY, OCTOBER 14, 2013

News and Media

April 26, 2006

Union-Tribune Staff Writer
The San Diego Union-Tribune

Transcript: Bush is tied to New Era Local attorney details player's involvement

Reggie Bush was recruited by and made an unspecified agreement with a sports marketing agency founded by a man who owns the house his parents lived in for the past year, an attorney for one of the company's other founders stated in a transcript from a Feb. 6 court hearing.

New Era Sports and Entertainment, which was created by Michael Michaels and Lloyd Lake last year, recruited Bush to be the focal point of its fledgling company. However, the potential deal fell through and the former USC standout hired a different marketing representative and a different agent.

The nature of the alleged agreement between New Era and Bush is unclear, but the fallout from Bush seeking representation elsewhere was mentioned at Lake's Feb. 6 hearing for a parole violation.

Attorney Marc Carlos stated: "Mr. Bush – or through his associates – had made some type of agreement with Mr. Lake's group, the sports agency group that they had. There was a meeting to have happened. It was supposed to be on a Saturday where they were going to discuss potential litigation, or a settlement involving Mr. Bush's involvement with that agency."

Lake, a former Helix High basketball player with a history of gang and drug ties, surrendered to authorities Jan. 18 after a warrant was issued for his arrest Dec. 21 stemming from a domestic violence incident with his girlfriend in November. In the court hearings, Carlos was trying to show his client had reformed by forming a business, making a case to mitigate his punishment.

Lake is in federal prison in Victorville for violating conditions of his parole and could not be reached for comment.

Carlos said yesterday the litigation and any settlement were confidential.

Sports agent David Caravantes also spoke on Lake's behalf at the hearing and provided details of the company.

"Lloyd and I had got together in October to start a new sports management firm with Sycuan, the Indian resort," Caravantes said, according to a transcript of the hearing. "And since then, Lloyd and myself, and some members of Sycuan and others, have put together a company called New Era Sports and Entertainment. And since October, Lloyd was a viable part of the company, helping recruit players, and in the process of merging this New Era Sports with Sycuan. In the process of this happening, you know, it obviously hurt the company because he had relationships with certain players who ended up not signing."

Caravantes declined comment yesterday. Sycuan spokesman Adam Day yesterday again denied Sycuan had any involvement in a deal with Bush. Michaels is Sycuan's director of economic development and may have had a deal going on his own, Day said.

"Just because he (Caravantes) thought or wanted or hoped that the tribe was involved did not make it so," Day said.

Day also said Michaels has declined to provide the tribal government details concerning the lease of his Spring Valley home to Bush's mother and stepfather, including what rent, if any, they paid.

"We don't have any information on that," Day said. "We've got some allegations but no concrete evidence."

In a separate parole violation hearing Jan. 30, Lake stated he had plans to go out with Bush and USC junior tackle Winston Justice while Bush was visiting his family in Spring Valley over Thanksgiving weekend. New Era was also hoping to land Justice.

"I had a sports agency we had formed, and we had a guy in, Winston Justice, from USC," Lake's transcript states. "And Maiesha (Lake's girlfriend) had planned to go out with us that night, but Reggie Bush came into town."

Details of the parole hearings were first reported by SportsBusiness Journal.

The Pac-10 Conference said it will investigate the financial dealings with the house. If Bush's family didn't pay fair-market rent for the house, it could be an NCAA violation, and Bush could be ruled retroactively ineligible. In that case, USC also could face sanctions, including possible forfeits of games last season, when USC was 12-1.

The Bush family attorney, David Cornwell, has not returned several phone messages seeking comment. Bush Monday on ESPN said his family did nothing wrong but didn't answer specific questions about who paid rent at house, which Michaels bought for \$757,000 in April 2005.