

EXCLUSIVE — Mobile Mike: The Seminoles Screwed me; Now I Want \$250 Million!

Jose
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Mobile Mike: The Seminoles screwed me! (via Facebook)

FORT LAUDERDALE — South Florida radio personality and marketing guru **Mobile Mike** just filed a \$250 million-lawsuit against the **Seminole Tribe of Florida** alleging that the Seminoles breached a contract to funnel all of the Tribe's advertising through a company he managed!

EXCLUSIVE

It's another *Gossip Extra* exclusive: The Broward County court complaint claims Mobile Mike was jibbed out of millions when high-ranking Tribe members conspired to stir the business to another agency controlled by **Sally Tommie**, a well-connected Seminole advertising firm owner.

Tribe President **Tony Sanchez**, directors **Larry Howard** and **Andrew Bowers**, and Chief Financial Officer **Mike Ulizio** are also named in the lawsuit.

"I'm not the first one who got ripped off by the Tribe," Mobile Mike, whose real name is **Mike Mobile**, told me after the lawsuit was filed. "If you do business with the Seminole Tribe and the Hard Rock resort, you take a real chance. They hide behind sovereign immunity, their tax-exempt status and the fact they're a minority owned business.

"They don't have the interest of the public at heart."

According to the lawsuit, Mobile Mike had a business relationship with the tribe since 2001, when he first started promoting the Seminoles' Hard Rock casino venture on the radio and other media.

He says he was approached in 2011 by two tribal leaders to enter into an agreement with the Tribe to create an in-house agency that would handle exclusively the estimated \$100 million that the Seminoles spend on advertising every year.

A new company, MMMG LLC, was created, with 49 percent ownership going to Mike and 51 to the Tribe.

Mobile Mike was elected manager for 10 years — and was to be paid \$100,000-plus A MONTH for his services!

The new company started work in April 2012, according to the lawsuit, and spent several million dollars in hiring employees and capital improvements.

By June 2013, the lawsuit alleges, Tommie, who owns the small Dania Beach-based [Redline Media Group](#) advertising agency, started conspiring with other Tribe government members to kill Mobile Mike's deal.

In July, MMMG stopped receiving advertising from the casinos, and the Tribe suddenly requested bids from both MMMG and Redline.

By the end of fall 2013, Mobile Mike was told that his costs were too high and his bid was rejected. Redline had won the contract.

"The Tribe engaged in a carefully planned and orchestrated, intricate, multi-step, sinister and devious course of action and conspiracy to divest (Mobile Mike) of its interest . . . to benefit a tribal member," the complaint reads.

[Gary Phillips, Mike's lawyer](#), said the Tribe "devastated and turned Mobile Mike's life upside down."

"He invested all of his money and even put back into the deal all the early money he made from the Tribe," Phillips said. "I believe the Tribe stole Mike's knowledge, ideas and operation of advertising so that they could benefit from it for themselves."

Said Tribe spokesman **Gary Bitner**: "We don't comment on legal issues."