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By Liz Mullen
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PRIORITY SAYS NO SALE: Priority Sports & Entertainment, an NFL and NBA player rep firm that is one of the biggest independently owned and organically grown sports agencies in the country, has turned down acquisition overtures from two companies in the last five months, Mark Bartelstein said.

“A couple of firms approached us,” Bartelstein said. One of the firms was a sports company and the other was “one that was trying to get into it,” Bartelstein said, but he would not comment further about the interested parties. Although Bartelstein said he would never say never, he said his agency thinks its independence is beneficial to its clients.

Because of the recession, “I think there are a lot of people in business who think this might be a good time to acquire assets,” he said.

Over the past two NFL and NBA seasons, Priority Sports has negotiated more than \$840 million in free agent deals, 30 in the NFL valued at more than \$470 million and 16 in the NBA valued at \$370 million.