

= Dan Borislow =

Daniel Marc Borislow ( September 21 , 1961 ? July 21 , 2014 ) was an American entrepreneur , sports team owner , inventor , and thoroughbred horse breeder . Originating in the Philadelphia , Pennsylvania area , Borislow attended Widener University and worked in cable construction and landscaping before going into the telephone business . He founded Tel @-@ Save , Inc. to resell access to AT & T long @-@ distance lines in 1989 . Borislow took the company public in 1995 , and two years later brokered a \$ 100 million deal with AOL that made it the exclusive telephone service of its users . At its peak in early 1998 , Tel @-@ Save had sales of \$ 300 million and was valued by Wall Street investors at \$ 2 billion . However , due to the financial strain of paying off the AOL deal , Tel @-@ Save lost \$ 221 million in 1999 , and Borislow sold his stock for a reported \$ 200 to \$ 300 million and retired .

In his brief retirement , he focused on his horse racing career , sending Talk is Money to the 2001 Kentucky Derby although the thoroughbred did not complete the race . Borislow 's most successful horse yet has been Toccet , who won four graded stakes , among which are the Champagne and Hollywood Futurity in 2002 . After selling most of his horses in 2004 , Borislow set forth plans for a new voice @-@ over @-@ IP business which became the magicJack . Invented in 2007 , the magicJack is a small product which can be plugged into a computer 's USB port and allows for unlimited calling from regular telephones . In 2010 , YMAX , the company behind the magicJack , merged with an Israeli company and became a publicly traded corporation .

In 2011 , Borislow purchased a controlling share of the Washington Freedom women 's professional soccer team . He had a brief turbulent relationship with other owners and the players which ended in a battle of law suits and the termination of the soccer team and league . Borislow and his family lived in Palm Beach County , Florida , where , through D & K Charitable Foundation , Borislow issued grants to charitable causes .

Borislow died from an apparent heart attack or myocardial infarction on July 21 , 2014 .

= = Business career = =

= = = Tel @-@ Save = = =

In 1989 , Borislow founded Tel @-@ Save when he was in his 20s to resell access to AT & T long @-@ distance lines . The company was based in New Hope , Pennsylvania , and its primary market was toward small and medium @-@ sized businesses . Borislow took the company public in 1995 and had an initial public offering of three million shares . He then invested in his own long distance network by deploying five Lucent 5ESS @-@ 2000 switches throughout the United States . By 1997 , Tel @-@ Save was making \$ 20 million a year .

In 1997 , Borislow negotiated a three@-@ year deal with America Online that granted Tel @-@ Save exclusive marketing rights to sell long @-@ distance service to AOL users . AOL users , meanwhile , would now be billed online for their local , long distance , cellular , and internet services . His original asking price was \$ 50 million , but after negotiations , the figure increased to \$ 100 million , in addition to half of future profits and 15 percent of the company 's stock . Having rescued a reeling AOL from Chapter 11 , Borislow was compared to Ted Turner for his vision and marketing abilities by Bob Pittman , president of AOL . This deal with Borislow skyrocketed AOL 's stock prices 231 % over the next year and catapulted them to be the dominant online provider with no runner up in sight . In December of that year , Borislow was behind the merger of Tel @-@ Save and STF , a similar company that provided telecommunications services to office buildings .

At its peak in early 1998 , Tel @-@ Save had sales of \$ 300 million and was valued by Wall Street investors at \$ 2 billion . His personal stock in the company was \$ 500 million . Borislow 's America Online deal was the catalyst for other " portal deals " with AOL . The company 's fortunes turned due to the financial strain of the AOL deal , and following an annual loss of \$ 221 million in 1998 , he resigned as CEO of the company on January 1 , 1999 . Gabriel Battista was named CEO in his

absence . Tel @-@ Save is now known as Talk America .

= = = magicJack = = =

In 2005 , after retiring from business to focus on his horse racing career , Borislow set forth plans for a new voice @-@ over @-@ IP business , with an initial name of Talk4free . He created YMAX Communications Corporation in April 2006 as a communications and equipment service . YMAX 's profits come from the production of the magicJack , a small device which can be plugged into a computer 's USB port and allows for unlimited calling from regular telephones .

CEO Borislow invented the product in 2007 and had applied for patents from the U.S. government while he and Donald Burns shared the payment of \$ 25 million to start up the company .

Before Borislow launched a widespread television campaign in January 2008 , the company sold less than 1 @,@ 000 magicJacks per day . By June , he was selling 8 @,@ 000 @-@ 9 @,@ 000 per day and had roughly 500 @,@ 000 subscribers in total . Borislow attributes its success to its pricing , at \$ 40 in the first year of service and \$ 20 each year thereafter . Although its voice quality has been criticized , Ted Kritsonis of The Globe and Mail said the " MagicJack was still better than most cell phones I 've tried . "

In 2009 , Florida Attorney General Bill McCollum investigated a claim that Borislow falsely marketed the magicJack as having a free 30 @-@ day trial of the product . In reality , the customer must specifically cancel the trial prior to the 30 @-@ day mark , otherwise the credit card would be automatically billed . While Borislow maintained that his company 's actions were not illegal , he reached a settlement on April 15 , agreeing to pay the state of Florida \$ 125 @,@ 000 for the cost of the investigation . He said the company resolved over 500 complaints and added a disclaimer on the website clarifying the misconception .

VocalTec , an Israeli telephone company , acquired YMAX in July 2010 . Since Borislow and other YMAX businessmen contributed most of the equity , they essentially run the merged business , which kept the " YMAX " moniker . VocalTec was a publicly traded company , so YMAX went on Nasdaq following the merger . In 2010 , YMAX had a market capitalization of \$ 300 million and is expected to make \$ 110 million to \$ 125 million in sales .

= = Horse racing career = =

After watching horse races at Philadelphia Park for some time , Borislow decided to go into the business in 1991 . He frequently wagered on trainer John Scanlan 's horses , so he requested Scanlan to be the conditioner for his horses . Among Borislow 's first acquisitions was broodmare Beautiful Bid , who gave birth to Breeders ' Cup Distaff winner and Eclipse champion Beautiful Pleasure . In 2000 , he sold Beautiful Bid for \$ 2 @.@ 6 million .

Borislow bought a \$ 1 @.@ 8 million yearling in September 1999 that he named Talk Is Money . The thoroughbred was named after Tel @-@ Save , with Borislow saying , " Every time someone was talking on the phone , I made money . " Talk Is Money 's best finish came at the Tesio Stakes in April 2001 , where the horse placed second . This qualified him for the 2001 Kentucky Derby , and Borislow hired jockey Jerry Bailey , who won the 2000 Breeders Cup Juvenile with Macho Uno . At 47 @-@ 1 odds , Talk Is Money came in last in the Derby and did not finish the race .

Borislow 's most successful horse was Toccet , who won four graded stakes , including the Champagne and Hollywood Futurity in 2002 . Toccet 's name is a misspelled tribute to former National Hockey League ( NHL ) player Rick Tocchet . The horse was named runner @-@ up to Vindication for the American Champion Two @-@ Year @-@ Old Colt in 2002 , a part of the Eclipse Award . Once a favorite to enter the 2003 Kentucky Derby , Toccet was derailed by ankle injuries early in the year . He won one listed stakes after his juvenile season out of 15 starts and now stands at Castleton Lyons .

After a dispute with the Internal Revenue Service , Borislow sold a majority of his horses at the Fasig Tipton November sale in 2004 . In February 2005 , he was in a partnership with baseball manager Joe Torre and hockey player Keith Jones to buy Wild Desert . In June of that year , Wild

Desert won the Queen 's Plate off a layoff of over 10 weeks .

On 5 / 25 / 2014 , Borislow hit the Gulfstream Park Rainbow Six paying \$ 6 @. @ 6 million . His winning Rainbow 6 ticket of all / all / all / 1 @, @ 4 / all / all cost \$ 7 @, @ 603 @. @ 20 . He played two other similar tickets with a total cost of \$ 22 @, @ 809 @. @ 60 .

= = Women 's Professional Soccer = =

In 2011 , Borislow bought Women 's Professional Soccer franchise Washington Freedom , moved it to South Florida , and renamed it magicJack . Borislow attracted stars of the United States national women 's soccer team such as Abby Wambach and Hope Solo with salaries well above the league average of \$ 25 @, @ 000 per year . Borislow was criticized for discriminatory treatment of lesser @-@ known players . Cat Whitehill , a former player and sports broadcaster said , " There are so few superstars that the majority of players can be easily intimidated " She added that the stars " never deliberately meant for the other players on the roster to be treated badly . But it does appear that they didn 't consider what standing up to Borislow would mean for the rest of the team . "

On 8 July 2011 , the non @-@ National Team members of magicJack voted to file a grievance through their Player 's Union against Borislow . The grievance alleged that Borislow had violated the Standard Player Contract Provision , the FIFA Code of Ethics , WPS Media Policy and U.S. Soccer Federation Coaching Requirements . The suit alleged Borislow 's " practice of bullying and threatening players , and his creation of a hostile , oppressive , and intimidating work environment which adversely affects players ? ability ( to ) perform " .

The only individual player to speak out publicly about Borislow was Ella Masar . Masar told of a team meeting in which Borislow demanded that the grievance be dropped or he would terminate the players and the magicJack season .

Borislow also had problems with WPS staff and owners of other teams . In response to ongoing conflicts with Borislow , in June 2011 WPS moved to terminate his franchise at the end of the season for breach of contractual obligations . Borislow subsequently filed an injunction that would force the league into arbitration rather than settling the matter with the league ? s Board of Governors . On October 25 , 2011 , the WPS voted to terminate the franchise , accusing Borislow of violations ranging from " unprofessional and disparaging treatment of his players to failure to pay his bills . " WPS also stated , " Mr. Borislow 's actions have been calculated to tarnish the reputation of the league and damage the league 's business relationships . " The team was disbanded on October 28 , 2011 . The ongoing legal battle with the WPS led to the cancelling of the 2012 season for " pending legal issues " on January 1 , 2012 and the magicJack soccer franchise ceased to exist .

= = Philanthropy = =

D & K Charitable Foundation was established by Borislow in 1997 with a \$ 21 million stock donation . In the first two years , he tried to use the charity to buy and preserve a tract of land in New Hope , Pennsylvania . This venture failed in 1998 when the property owner declined Borislow 's offer . Following this , D & K made donations to the Clearwater Endoscopy Center and the Center for Digestive Healthcare in Clearwater , Florida until 2001 . Since then , it has issued varied grants to causes Borislow supported , such as \$ 2 @. @ 75 million to two yeshivas and \$ 173 @, @ 450 to a West Palm Beach , Florida private school . Tax records indicate that Borislow and George Farley , the chief financial officer of the non @-@ profit , split approximately \$ 2 @. @ 1 million in profits from 2001 @-@ 2005 , while \$ 1 @. @ 6 million went to charitable causes . Borislow drew criticism in 2007 when he paid himself \$ 1 @. @ 7 million through the charity .

= = Personal life = =

Borislow lived with his wife , Michele , and two children , Danny and Kylie , in Palm Beach County , Florida . The Borislows own three dogs , Magic , Jack , and Teddy . He also maintained a home in Brigantine , New Jersey .

In his free time , he enjoyed playing soccer , watching sports , and deep sea fishing . Borislow 's yacht , dubbed The Triple Crown , has three bedrooms , nine flat screen televisions , and golden fixtures .

On May 25 , 2014 , he won \$ 6 @, @ 678 @, @ 939 @. @ 12 with the only ticket to have the winners of the final six races on Gulfstream 's card . The winner of the biggest payoff in American racing history invested \$ 7 @, @ 603 @. @ 20 on the bet , which has a 20 @- @ cent base wager . He covered the full fields in all but the sixth race , in which he had only the Nos. 1 and 4 . Borislow made 2 other similar bets on the race , total investment was \$ 22 @, @ 809 @. @ 60 .

Borislow died from a heart attack ( myocardial infarction ) in Jupiter , Florida on July 21 , 2014 , reportedly after playing in an adult league soccer match . On July 25 , 2014 , more than 500 mourners attended a memorial service at the Kravis Center in West Palm Beach .