

FOR IMMEDIATE RELEASE

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**LEARFIELD LICENSING CREATES SOCIAL OUTREACH PROGRAM TO
SUPPORT NEW YEAR'S RESOLUTIONS AND LICENSED PERFORMANCE GEAR**

Indianapolis. Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, has created a social media program aimed at promoting licensed performance wear and hard goods to kick off 2017.

“Train Like A...” encourages students, faculty, staff and fans to channel the spirit of their schools’ mascot to jump start their 2017 resolutions to increase fitness levels and overall health. More than 70 clients are participating in the program, which features custom-designed social media graphics created by Learfield Licensing’s in-house marketing department. Clients can use the graphics to feature licensed performance gear items and educate consumers on the wide range of available collegiate product. Content related to campus fitness centers or fun local outside workouts can also be included.

Licensed performance gear, including accessories and hard goods, is one of the fastest growing categories in the college business. The trend towards wearing these items as every day wear has helped to increase popularity and led to licensees incorporating college brands into various styles, colors and fits to meet the demand. The annual resolve to increase activity at the start of the new year creates the perfect opportunity to promote this important category and help to invigorate any post-holiday retail lull.

“Making New Year’s resolutions involving health and fitness is an annual occurrence to which everyone can relate,” said Ben Emmons, vice president of brand marketing for Learfield Licensing. “The new year provides a great opportunity to make consumers aware of the many different brands and styles of licensed activewear and performance gear available, and allows us to continue to promote licensed products as part of an overall lifestyle.”

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About Learfield Licensing Partners

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield’s history, strength and reputation within the industry. We strive to provide the best practices and strategies in the industry to properly protect and promote our clients’ brands, and couple that with new resources and strategies for growth with help from Learfield, which has a deep presence in the college athletics landscape. Learfield manages the multimedia and sponsorship rights for more than 120 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the Learfield Directors’ Cup. For more than four decades, Learfield has connected brands to the excitement, passion, tradition, fun and fans of college sports and now leverages multiple platforms and partnerships through distinct offerings through its affiliated companies.