

**LEARFIELD LICENSING PARTNERS RECOGNIZES
TOP LICENSEE PARTNERS WITH ANNUAL AWARDS**

Indianapolis. Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, announced its annual top licensee award winners for 2016.

For many years, Learfield Licensing has recognized its top licensees in five unique categories. These licensees made an impact on the collegiate licensing industry as a whole, and helped to create new and expanded opportunities for brand growth and increased royalty revenue for Learfield Licensing's clients. The top licensees for the past year include:

Top Apparel Licensees: Champion Products; Under Armour; Knights Apparel

Top Non-Apparel Licensees: Commemorative Brands; Herff Jones; Josten's

Fastest Growing Apparel/Headwear Licensee: Legacy Athletic Apparel

Fastest Growing Non-Apparel Licensee: Herff Jones

Top New Licensee: Dooney & Bourke

"It is a privilege to annually recognize our top licensees," said John Dutton, vice president of retail and licensee development for Learfield Licensing. "We are fortunate to work with so many great licensee partners who continually produce outstanding collegiate product that helps to not only build the brands of our clients, but ultimately support important programs on each college campus. We extend our sincere thanks to all licensees for being great partners."

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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.