

**LOBOS GO EMOJI: NEW MEXICO LAUNCHES NEW EMOJI/STICKER
KEYBOARD TO BRAND SOCIAL INTERACTION**

Indianapolis. No more generic wolf emoji. Now New Mexico fans can tweet out the authentic Lobo Louie mascot, the UNM logo and several other emojis and stickers as Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, is working with the University of New Mexico to help launch and promote a new line of emojis/sticker keyboard for Lobos fans to use in their everyday social interactions.

New Mexico and Learfield Licensing worked with licensee MyWeb GP/Ree Sticker to help design the collection of emojis and stickers, which initially will be available on the iOS platform. Fans can download the “Ree Sticker” app through the App Store (<https://itunes.apple.com/app/id853446994>), which will provide access to many spirit-inspired designs from which to choose for use in emails, texts and social media platforms like Facebook, Twitter and Instagram. Additional emojis and availability for Android devices are planned for future releases.

New Mexico will be supporting the launch and promotion of the new line of emojis primarily through social media and their www.golobos.com website. Learfield Licensing created custom graphics to help launch and promote the program. Paul Krebs, New Mexico’s vice president for athletics, will officially release the line with the first use of the branded emojis in a social message to fans. Moving forward, the UNM-branded images will be used regularly in communication through *Lobo Social* and #GOLOBOS.

“We are excited to be adding another unique branding element for Lobos fans,” said Brad Hutchins, New Mexico’s deputy athletic director for external operations. “This custom line of emojis and the sticker keyboard are a fun way to engage fans and visually show pride and passion for our Lobos.”

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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.