

FOR IMMEDIATE RELEASE

May 10, 2017

**LEARFIELD LICENSING PARTNERS NAMES INDUSTRY LEADER
BRUCE SIEGAL AS SENIOR COUNSEL**

Indianapolis. Learfield Licensing Partners is pleased to announce that it has named Bruce Siegal as senior counsel. Siegal will join Learfield Licensing's well-established legal department and provide service and guidance to the company and its clients.

Siegal is a highly-regarded industry expert who spent more than 30 years as senior vice president and general counsel for the Collegiate Licensing Company. He has extensive experience in all facets of trademark licensing, including contract negotiation, brand protection and enforcement. Over the course of his career, Siegal has made numerous presentations and authored articles on anti-counterfeiting best practices, especially surrounding sports branding and special events.

"We are delighted to welcome Bruce to the Learfield Licensing team," said Bob Bernard, president and CEO of Learfield Licensing Partners. "Many of us have known Bruce for years and he is a respected colleague that will be a huge asset to our legal team, the company and our clients."

"Our legal staff is excited to have Bruce join our team and support our company and collegiate partners," said Bill Haut, Learfield Licensing's general counsel.

"It is a privilege to have the opportunity to join the fine Learfield Licensing team. I look forward to hitting the ground running," added Siegal.

-30-

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.

Learfield Licensing Partners

8900 Keystone Crossing, Suite 605 | Indianapolis, IN 46240 | T 317-669-0808 | F 317-669-0810 | www.learfieldlicensing.com