

**LEARFIELD LICENSING PARTNERS ADDS CHAD PHILLIPS
AS VP OF OMNICHANNEL COMMERCE**

Indianapolis. Learfield Licensing Partners is pleased to announce that it has added retail merchandising exec Chad Phillips as vice president of omnichannel commerce, further building its retail and licensee development team.

Phillips will focus on e-commerce initiatives including website development and fulfillment for Learfield Licensing's K-12 Licensing and Specialty Brands divisions. An established industry thought leader, Phillips will be a valued resource as Learfield Licensing continues to support its partners in the ever-changing omnichannel retail market.

"We are very excited to add Chad to the Learfield Licensing team," said Bob Bernard, president and CEO of Learfield Licensing Partners. "Chad has been a valued colleague for many years, and his experience and knowledge in omnichannel retail will allow us to provide even greater value to our partners."

Phillips was the senior vice president and general merchandising manager at Rally House/Sampler Stores, where he led the merchant team to significant growth and expansion into three new major markets. Prior to that, he spent 19 years at Follett Higher Education Group, most recently as vice president and GMM.

"I am excited to join Learfield Licensing Partners at a time of tremendous change and opportunity in the licensed merchandise space," said Phillips. "I look forward to serving our partners and driving growth for them across all channels of our business."

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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 nearly 125 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.