

**LEARFIELD LICENSING PARTNERS EXTENDS LICENSING AGREEMENT
WITH KENNESAW STATE UNIVERSITY**

Indianapolis. Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, is pleased to announce that Kennesaw State University has extended its current agreement with Learfield Licensing to represent the university and its licensing program.

Kennesaw State is located in the metropolitan Atlanta area and has an enrollment of more than 35,000, making it one of the 50 largest public institutions in the country. The Owls compete at the NCAA Division I level as members of the Atlantic Sun Conference and the Big South Conference (football only).

Learfield Licensing and Kennesaw State have partnered together to create a success strategy for protecting and promoting the KSU brand through licensed merchandise. Learfield Licensing has worked to increase the footprint for KSU products in and around the metro Atlanta area and in the state of Georgia, as well as throughout the Atlantic Sun Conference region, resulting in increased royalty revenue returned to the University. Plans include continuing to grow KSU's brand reach through unique retail programs and new product lines.

"We are pleased to renew our partnership with Learfield Licensing Partners, and look forward to working together to expand the Kennesaw State footprint both regionally and nationally," said Mike Creasy, licensing manager at Kennesaw State University. "LLP's team of licensing experts has helped guide Kennesaw State as we grow our brand at retail, and we look forward to continuing our partnership and leveraging their resources, tools, and staff to provide merchandise for our Owl fans."

"We are thrilled to continue our partnership with Kennesaw State University," said Bob Bernard, president and CEO of Learfield Licensing. "This has been such a rewarding partnership for both parties, and we are excited about our collective plans to further develop the KSU brand and expand it into new and exciting markets."

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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.