

**MISSOURI STATE UNIVERSITY SIGNS EXCLUSIVE LICENSING AGREEMENT
WITH LEARFIELD LICENSING PARTNERS**

Indianapolis. Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, is pleased to announce that **Missouri State University** has signed an exclusive partnership agreement allowing Learfield Licensing to represent the university and its licensing program.

Missouri State University, located in Springfield, is a comprehensive institution with an enrollment of more than 24,000, and offers undergraduate and graduate programs, including the professional doctorate. The university educates students to be global citizen scholars committed to public affairs. Athletically, the Bears compete at the NCAA Division I level as members of the Missouri Valley Conference.

Learfield Licensing has been hired to help maximize exposure opportunities for Missouri State with aggressive retail merchandising and brand development, along with handling the day-to-day management duties of the university's trademark licensing program.

"Missouri State University is pleased to be partnering with Learfield Licensing," said M. Suzanne Shaw, vice president of marketing and communications at Missouri State. "We look forward to a productive partnership that will expand the fan base of the university."

"We are very excited to partner with Missouri State University," said Bob Bernard, president and CEO of Learfield Licensing. "Missouri State has been nationally recognized for both academics and athletics, and we are looking forward to working together to increase the Bears' brand footprint and help further engage students, alumni and fans with the brand."

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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. With industry-leading technology and a dynamic team of licensing and branding experts, we provide best practices and strategies to properly protect and promote our clients' brands, and build partnerships that help our clients succeed, with resources and strategies for growth from Learfield.

Learfield, which has a deep presence in the college athletics landscape, manages the multimedia and sponsorship rights for

more than 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.