

**LEARFIELD LICENSING'S SPECIALTY BRANDS DIVISION SIGNS
AGREEMENT WITH THE WHALE PROJECT**

Indianapolis. Learfield Licensing's Specialty Brands division has signed an exclusive agreement with The Whale Project, a non-profit Alaska corporation based in Juneau, Alaska. Learfield Licensing Specialty Brands will develop a tourism-focused licensing program around "Tahku," a new waterfront attraction in Juneau.

"Tahku" is a life-sized bronze sculpture of a breaching humpback whale rising from an infinity pool, and stands as an icon for both the city of Juneau and the state of Alaska. Learfield Licensing Specialty Brands will create a program that focuses on properly representing the attraction with a unique line of apparel, headwear, jewelry, replicas, artwork and other souvenirs at various price points. Plans are being developed for product to be available at the beginning of the 2018 cruise ship season, which traditionally begins in May. Juneau welcomes more than one million visitors from around the world each year.

"The Whale Project is pleased that Learfield Licensing Specialty Brands will be developing a licensed product line in connection with Tahku, the bronze sculpture breaching of a full-sized humpback whale on Juneau, Alaska's waterfront," said Jim Clark, a member of the board of The Whale Project. "We expect the Whale to become a Juneau icon that will be visited by the more than one million folks who come to Juneau every year."

"They will want souvenirs of their visit and Learfield Licensing will engage in a vigorous program to make them available," Clark continues. "This will inure to the visitor's benefit, the benefit of the City and Borough of Juneau, and the people of Juneau to which the Whale Project is giving the Whale."

"We are very excited to be partnering with The Whale Project," said Ryan Boyle, vice president of specialty brands and international licensing with Learfield Licensing. "This is a unique opportunity to develop a licensed product line that offers traditional products like apparel and souvenirs, but also lends itself to pieces that capture the essence of the sculpture and reflect local art and culture."

"Working with The Whale Project is an exciting opportunity for our team," said Tony Johnson, executive vice president for Learfield Licensing. "We look forward to working together to create a program that is a meaningful representation of the Tahku sculpture, the city of Juneau and the state of Alaska."

About Learfield Licensing Partners/Specialty Brands

Learfield Licensing's Specialty Brands division works with clients like Tough Mudder, the World Boxing Council, Alpha Phi Alpha, and other brands in the sports, lifestyle, travel and tourism, and the arts to create meaningful brand connections through strategic licensing and product line extensions.

They are part of Learfield Licensing Partners, 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.