

FOR IMMEDIATE RELEASE

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LOUISIANA TECH 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 Louisiana Tech University has signed an exclusive agreement allowing Learfield Licensing to represent the university and its licensing program.

Louisiana Tech University, located in Ruston, Louisiana, has an enrollment of more than 12,000. The Bulldogs have 16 NCAA Division I athletic programs and compete at the NCAA Division I FBS level as members of Conference USA. As an athletic institution, Louisiana Tech has won seven national championships and a total of 161 conference titles. The Lady Techsters women's basketball program has won three national championships (1981, 1982 and 1988) and has 13 Final Four appearances in the program's history. Two of the most notable Louisiana Tech athletic alumni include Basketball Hall of Famer Karl Malone and Pro Football Hall of Famer Terry Bradshaw.

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

"The announcement of our partnership with Learfield Licensing Partners expands on the strong relationship that already exists between Learfield Communications and Louisiana Tech," said Brooks Hull, vice president for university advancement. "Our partnership continues the positive momentum we are experiencing by protecting and promoting the Louisiana Tech brand. Together with our local LA Tech Sports Properties staff, we are excited to see what opportunities will be created with the collaboration of licensing and sponsorship multimedia rights."

"We are eager to integrate Learfield Licensing's creative approaches with our institutional goals," said Elena Parker, Louisiana Tech's creative services manager and licensing/trademark manager. "The best partnerships aren't just about common goals, but about a passion for doing a job well with people who are willing to put forth the energy to getting it done correctly... the outlook and passion we've seen so far is highly encouraging."

"We are excited to start working with Louisiana Tech University," said Bob Bernard, CEO of Learfield Licensing. "Louisiana Tech is an institution with excellent academics and a storied athletic tradition. We look forward to helping expand the Bulldogs brand throughout the south and beyond."

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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.

Learfield Licensing Partners

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