

FOR IMMEDIATE RELEASE

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**LEARFIELD LICENSING PARTNERS AND LOYOLA UNIVERSITY CHICAGO
LAUNCH “RETRO RAMBLER COLLECTION”**

Indianapolis. Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, collaborated with partner client Loyola University Chicago to create the “Retro Rambler Collection,” a vintage program that honors the school’s histories and traditions.

Coinciding with the tip-off of the Rambler men’s basketball team’s 100th season, the “Retro Rambler Collection” features five logos from the past century.

Starting today and in preparation for the Ramblers’ season opener against Wright State (7 p.m. CDT), the Retro Rambler Collection is on sale exclusively at the Loyola Follett Bookstore and in Gentile Arena. Product assortment in the line includes: t-shirts, sweatshirts, Tervis drinkware, pins, decals and pennants. A limited-edition commemorative DVD and poster featuring the 1963 NCAA Championship team, the only team from the state of Illinois to win a men’s Division I Championship, will be given away with each collection purchase, while supplies last.

“We’re excited to launch the Retro Rambler Collection,” said Tom Sorboro, Loyola’s Senior Associate Athletic Director. “A great deal of time and research was done into paying tribute to our remarkable past, from the interlocked ‘LU’ to other Rambler marks during our rich history.”

Loyola University Chicago staff curated the Retro Rambler Collection by conducting in-depth research of University archives and searching through additional material across campus.

“Great care was taken in researching and creating the Retro Rambler Collection,” said Tim Klaasen, brand manager for Learfield Licensing Partners. “We believe this tribute to Loyola’s unique history will resonate with proud alumni, as well as appeal to all consumers with stylish options from various clothing labels.”

The Retro Rambler Collection will be supported by custom retail signage installations as well as social media posts throughout the year. Special tie-ins with historic celebrations and special events are also being developed.

Link to Collection Imagery:
<http://bit.ly/2zxDsOv>

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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.