

Sports Media, Inc.

Sports Media offers Collegiate Media Licensing and Marketing Services

Sports Media, Inc. has been officially licensed by Collegiate Images for the use and distribution to Brand Marketers and Advertisers of Collegiate archival video and still images along with various Collegiate logos to create Sports Media products for advertising, marketing and other promotional uses.

Sports Media offers access to past Collegiate player images, video, and College logos, these media assets can be used to create themes across one or more Colleges.

All of Sports Media Collegiate media product shall be affixed with the Collegiate Images officially licensed consumer product logo seen below.



Put your Brand in the Game Today with Collegiate Sports Licensing and Sports Media



Sports Media Licensing Benefits:

- ◆ Sports Media is a licensor and distributor of college sports content.
- ◆ Sports Media is a media licensing agency for over 100 major college sports programs, the top athletic conferences, bowl games and major networks.
- ◆ Sports Media can provide you with compelling video and still images that are cleared for both commercial and promotional use.
- ◆ Sports Media is able to grant licensing within 10 days.
- ◆ Sports Media offers complete CD replication services and can personalize each CD.
- ◆ Sports Media allows licensees to brand theme programs like, "Greatest Running Backs of Texas", "Basketball Stars of the 90's" or "Pac 10 All Stars".

COLLEGE MARKET FACTS

College Sports has the longest selling season of any major sports licensor, starting in August and running through June.

College market sales have consistently been on the rise the past three years.

Sales of non-apparel products continue to be on the upswing as percentage change has recently been in the double digits.

- ◆ College sports fans dominate consumer spending: 2.7 Billion
- ◆ 41% larger consumers base than non-college sports fans
- ◆ 103% larger consumers base than non-sports fans

