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***FOR IMMEDIATE RELEASE***

**New York, NY, August 6, 2018**

**THE GREAT LAKES INTERCOLLEGIATE ATHLETIC CONFERENCE AND  
COLLEGIATE SPORTS MANAGEMENT GROUP SIGN MARKETING AND ASSET  
VALUATION AGREEMENT**

Kris Dunbar, the commissioner of the Great Lakes Intercollegiate Athletic Conference (GLIAC) proudly announces that the conference has entered into a multi-year marketing and media partnership with Collegiate Sports Management Group (CSMG). This partnership gives CSMG exclusivity for managing and packaging the marketing, media and sponsorship rights and assets of the esteemed GLIAC conference. CSMG will help the GLIAC implement a full range of marketing strategies and sponsorships to monetize its assets and create revenue opportunities for its athletic content.

The Great Lakes Intercollegiate Athletic Conference is excited about this opportunity to partner with CSMG. The GLIAC and its members seek to develop corporate brand relationships that will increase the value of the GLIAC's assets and that will allow us to grow the GLIAC brand, both regionally and nationally. The GLIAC remains committed to enhancing our conference championships and recognizing our talented student-athletes," Kris Dunbar stated.

CSMG CEO Michael Schreck added, "the addition of the Great Lakes Intercollegiate Athletic Conference strategically aligns with our footprint in the Midwest. With CSMG's other Division II conferences, the GLIAC increases our ability to connect with our regional and national clients. We look forward to identifying ways to create revenue generation opportunities across the GLIAC's significant assets as we support the vision of their commissioner, Kris Dunbar."

This four-year agreement takes effect immediately.

**About GLIAC**

The Great Lakes Intercollegiate Athletic Conference features 12 member institutions from Michigan, Ohio, Indiana and Wisconsin sponsoring 21 NCAA Division II sports. Founded in 1972, the GLIAC has developed into one of the most nationally competitive athletic conferences, both on the field and in the classroom. The full-time membership consists of Ashland University, Davenport University, Ferris State University, Grand Valley State University, Lake Superior State University, Michigan Technological University, Northern Michigan University, Northwood University, Purdue University Northwest, Saginaw Valley State University, Wayne State University and the University of Wisconsin-Parkside.

**About Collegiate Sports Management Group**

CSMG is a "College Properties Group" that drives the business performance of collegiate athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic departments and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation and Distribution, Media Rights Strategy and Negotiation, Sponsorship Sales, and Licensing. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com).