



CAA SIGNS EXTENSIVE BROADCAST AGREEMENT WITH LAX SPORTS NETWORK

RICHMOND, Va. (January 19, 2017) – The Colonial Athletic Association has signed an agreement with Lax Sports Network which will provide unprecedented coverage of the conference’s men’s and women’s lacrosse programs.

Lax Sports Network will produce a “CAA Game of the Week” broadcast package that includes 10 men’s and five women’s regular-season lacrosse contests during the 2017 campaign. The network will also provide live coverage of the semifinals of the CAA Men’s Lacrosse Championship and the CAA Women’s Lacrosse Championship.

“The CAA is extremely pleased to be able to enter into a partnership with the Lax Sports Network,” CAA Commissioner Joe D’Antonio said. “Being able to increase the exposure of CAA men’s and women’s lacrosse, and showcase the talent we have in our Conference, has been firmly on my radar, as well and the radar of our coaches and administrators. The opportunity to join with an organization that is well known and respected in the lacrosse community is certainly a step in the right direction for the CAA and our member institutions. I would like to thank Rob Wallace from Lax Sports Network as well as CAA media rights advisors Mike Schreck and Ray Katz from Collegiate Sports Management Group for working with me to finalize this agreement.”

In addition to the Game of the Week telecasts, Lax Sports Network will produce live pre-game, halftime and post-game shows surrounding each contest. The network will be involved in promoting CAA lacrosse through its various social media platforms.

"A partnership to produce a Game of the Week with the Colonial Athletic Association is a major milestone moment for Lax Sports Network," said Rob Wallace, Chief Operating Officer of the Lax Sports Network. "LSN was born from the idea to produce compelling and entertaining digital lacrosse content, and with the CAA, we now have a top-flite Division I partner to deliver games and shoulder programming coverage that we think will make all fans of lacrosse take notice."

The finals of the 2017 CAA Men’s and Women’s Lacrosse Championships will be televised throughout the nation by the American Sports Network for the third year in a row.

CAA men’s lacrosse members include the University of Delaware, Drexel University, Fairfield University, Hofstra University, the University of Massachusetts and Towson University. CAA teams have been a consistent presence in the national polls, with Towson and Fairfield both listed in the top 20 of

preseason rankings in 2017. The conference has had a team advance to the quarterfinals of the NCAA Men's Lacrosse Championship in two of the past three seasons.

CAA women's lacrosse members include the University of Delaware, Drexel University, Elon University, Hofstra University, James Madison University, Towson University and the College of William and Mary. JMU and Towson both earned berths in the 2016 NCAA Women's Lacrosse Championship, marking the ninth time in conference history that multiple teams have received bids.

Lax Sports Network is a digital video network dedicated to amplifying the game of lacrosse. Since its launch January 5, 2016, LSN has produced over 2,000 hours of original content, including LIVE games and news & entertainment programming for the professional, collegiate and development experiences of the sport.

Stay connected with the Lax Sports Network on Facebook, Twitter, Instagram, YouTube, Snapchat and Periscope. LSN can be viewed on desktop, mobile, OTT (Roku, Chromecast, Amazon Fire) and Smart Televisions (Sony & Samsung).