



COLUMBIA

ATHLETICS

FOR IMMEDIATE RELEASE

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PURE SILK ANNOUNCED AS A COLUMBIA ATHLETICS CORPORATE SPONSOR

NEW YORK—Columbia University Athletics and the Collegiate Sports Management Group have combined efforts to bring Pure Silk into the fold as a corporate sponsor, bringing preferred women's products to the Columbia audience, with an immediate focus on sponsoring the rising Columbia Women's Basketball program.

"Columbia Athletics is excited about our latest collaboration with the Collegiate Sports Management Group in bringing Pure Silk to Columbia's growing group of corporate sponsors," said Barry Neuberger, Columbia Associate Athletics Director for Corporate Sponsorships. "Not only do we gain a sponsor, but we can offer our students, faculty, staff and student-athletes the best in shaving products."

"CSMG is delighted to have developed a mutually beneficial sponsorship that addresses the business objectives of both Columbia Athletics and the Pure Silk brand," said Michael Schreck, CEO of Collegiate Sports Management Group. "This partnership will focus on activation and brand awareness—on-site, online and on-air—during and around all women's athletic events."

"We are enthusiastic about extending our college platform to such a prestigious university in the crucial New York market," said Dustin Abels, Vice President of Media & Analytics at Perio, Inc. "The prestige of Columbia University, its location in NYC and the increasing performance trend of Columbia Athletics were also key factors in this partnership."

The sponsorship includes signage in Levien Gymnasium, product placement and sampling, digital and social media, as well as commercial inventory on Columbia radio and television broadcasts.

About Collegiate Sports Management Group

CSMG is committed to driving 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 markets and sells college assets including but not limited to intellectual property, media, content, and sponsorships around collegiate sports, facilities, games, events, tournaments, and other related content. CSMG secures and partners with college sports entities, multi-media outlets, event organizers, and promoters for content development, distribution, and production.

