

**FOR IMMEDIATE RELEASE**

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**ECAC ANNOUNCES LICENSING PARTNERSHIP WITH GRADMAIL**

**DANBURY, Conn.** - The Eastern College Athletic Conference (ECAC) and its multimedia rights partner, Collegiate Sports Management Group (CSMG), announced today that GradMail has become the Conference's newest licensing corporate partner.

"We are thrilled to have GradMail partner with the ECAC," said ECAC President/CEO Dan Coonan. "GradMail offers a unique opportunity for graduates and college sports fans to show their affinity for their teams. It's a great way for our student-athletes to remain connected with the institutions they've represented or been supporting for the last few years."

GradMail is an email service that provides graduates and fans of any U.S. college and university a chance to create their own personal .com email address, showcasing the institution of their choice. With GradMail, every grad and fan can display the pride they feel in their school or team and become part of an exclusive affinity community. GradMail's advanced email forwarding system means your email will follow you wherever you go.

"We couldn't be more excited!" said GradMail CEO Jim Perry. "This partnership with the ECAC gives us access to hundreds of the most exclusive universities in the country. We look forward to working with the ECAC to deliver this great service to the universities' alumni and fans. And, as part of our mission statement, it allows us to give back to the universities."

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**ABOUT GRADMAIL**

GradMail is a progressive digital marketing and technology company. Its unique, subscriber-created, email addresses allow fans and graduates to support their school of choice. Additionally, GradMail's innovative ad platform allows universities to stay connected to alumni and fans while giving businesses access to a unique community. Not only will students and fans stay connected to their alma-maters and favorite colleges but GradMail gives back to the subscribers' affinity university with an increasing donation as their community grows.

**ABOUT THE ECAC**

In the 77 years since its inception, the ECAC has emerged as the nation's largest Conference, ranging in location from Maine to Georgia, and westerly to Missouri. In 2015-16, the ECAC hosted nearly 100 championships in men's and women's sports as the sponsors of over 5,800

varsity teams and 111,000 student-athletes. For more information, visit [www.ecacsports.com](http://www.ecacsports.com).

### **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).

### **STAY CONNECTED**

Stay updated on the latest news, championships and more by connecting with the ECAC on [Facebook \(ECACSports\)](#), [Twitter \(@ECACSports\)](#) and [Instagram \(@ECACSports\)](#).

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