



## FloSports Boosts College Football and Basketball Coverage, Announces Multiyear Partnership with the SIAC

*SIAC joins Big 12 Conference, the Big Ten Network, Mountain West, Conference USA, and the Western Collegiate Hockey Association to air major sports across FloSports' OTT channels*

**AUSTIN, Texas — July 31, 2018** — Today, **FloSports**, the innovator in live digital sports and original content, announced a multiyear partnership with the Southern Intercollegiate Athletic Conference (SIAC) to exclusively stream more than 50 football and basketball conference games on **FloFootball.com** and **FloHoops.com**, respectively. The deal was agreed to in collaboration with the Collegiate Sports Management Group.

The SIAC joins several other NCAA conferences, including the Big 12, the Big Ten (via the Big Ten Network), Mountain West, Western Collegiate Hockey Association (WCHA), Conference USA, and the Mountain Pacific Sports Federation (MPSF), to move regular season and championship events to FloSports' OTT platform. As part of the agreement, FloSports will provide live and on-demand coverage of 20 college football games on FloFootball.com, as well as 10 regular season men's basketball games, and 12 men's and 12 women's conference basketball tournaments on FloHoops.com.

Founded more than 100 years ago, the SIAC is one of the nation's dynamic forces in intercollegiate athletics and has one of the most storied histories in all of the NCAA. Additionally, the SIAC has produced greats such as All-Pro Pointer Marquette King (Fort Valley State), Hall of Famer, Three-Time Super Bowl Champion, and SIAC Player of the Year Shannon Sharpe (Savannah State), Super Bowl and Pro Bowl Champion Jacoby Jones (Lane), First-Round Draft Pick and Two-Time Super Bowl Champion Tyrone Poole (Fort Valley State), and Five-Time Pro Bowl and Black College Football Hall of Famer Inductee Gregory Lloyd Sr. (Fort Valley State).