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COLONIAL ATHLETIC ASSOCIATION AND COLLEGIATE SPORTS MANAGEMENT GROUP SIGN MULTI-YEAR MEDIA RIGHTS REPRESENTATION AGREEMENT

RICHMOND, Va. – The Colonial Athletic Association (CAA) and Collegiate Sports Management Group have signed a multi-year agreement for representation of the conference's media rights. CSMG will negotiate and advise on all television, digital/streaming, audio, and mobile deals on behalf of the conference as part of the agreement. CSMG replaces Wasserman Media Group which had previously represented the CAA.

"As we reset our conference media strategy to increase our reach and maximize our exposure, CSMG was the best fit for us," CAA Commissioner Joe D'Antonio said. "I have worked with Michael in the past and based on his and Ray's backgrounds, knowledge, and reputations in the industry, and based on their focus on our business, I believe they are the right people to represent our conference and help us continue to increase in stature."

CSMG CEO Michael Schreck said, "The CAA is a prominent Division I conference with strong member institutions and a significant footprint across the East Coast, including a presence in several of the nation's top media markets – New York, Philadelphia, Boston, Washington, D.C. and Baltimore. We are excited to strategically align with them and help identify ways to increase content distribution and support the vision of their new leadership team."

CSMG will be looking for evolution of its media rights deals to promote the conference's football and basketball games along with contests in other sports such as lacrosse to audiences nationally, regionally and locally. With historic runs to the Final Four in the NCAA Men's Basketball Championship and five national championships in FCS football, the conference's increasing national profile should support negotiation of the best deals for the conference in the rapidly changing and highly competitive media landscape. The agreement, which begins immediately, comes at a critical time for the Conference as some of their current media rights contracts will need to be evaluated for both the short term and long term strategies.

About the CAA

The Colonial Athletic Association is a 10-member Division I athletic conference with a geographic footprint that stretches from Boston to Charleston, S.C. Recognized as one of the nation's top collegiate conferences both athletically and academically, the CAA encompasses several of the nation's largest metropolitan areas. Member schools include the College of Charleston, the University of Delaware, Drexel University, Elon University, Hofstra University, James Madison University, the University of North Carolina Wilmington, Northeastern University, Towson University, and the College of William and Mary.

CAA Football is a 12-member Division I conference that competes in the Football Championship Subdivision. CAA Football has produced five national champions (Massachusetts – 1998, Delaware – 2003, James Madison – 2004, Richmond – 2008, Villanova – 2009). Member schools include the University at Albany, the University of Delaware, Elon University, James Madison University, the University of Maine, the University of New Hampshire, the University of Rhode Island, the University of Richmond, Stony Brook University, Towson University, Villanova University and the College of William and Mary.

About Collegiate Sports Management Group

CSMG is committed to driving the business performance of collegiate athletic conferences/schools, providing them with a successful growth strategy with regards to branding and generating revenue to support their athletic departments. 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 multiple media outlets, event organizers, and promoters for content development, distribution, and production.