



FOR IMMEDIATE RELEASE

Collegiate Sports Management Group Secures Additional Funding Round *Adds Sports Digital, Technology, and Esports Expert Randy Eccker to Board*

New York (April 2, 2019) – Collegiate Sports Management Group (CSMG) announced today that Phoenix Sports Partners will complete its Series “B” investment round and will deliver additional synergistic growth resources for the company. The funding will accelerate CSMG’s aggressive growth strategies in the collegiate multimedia and sponsorship space in acting as an outsourced properties group for schools and conferences.

CSMG will use the financing to expand its national reach, to invest in additional resources, to further develop their data collection and curation strategies, and to continue to offer their clients an expanding suite of best-in-class services and guidance. Phoenix Sports Partners’ operating companies will add substantial value to the CSMG “Properties Group” approach in areas such as on-field performance, sponsorship analytics, concessions, merchandise, and college Esports.

The financing builds on an exceptional year for CSMG which has rapidly increased its roster of clients to include the Southern Conference, the Western Collegiate Hockey Association (WCHA), the National Junior College Athletic Association (NJCAA), the Eastern College Athletic Conference (ECAC), Northeastern University, The Citadel, and other Division I, II and III Conferences and schools. CSMG now represents 18 Conferences across all Divisions, encompassing over 225 schools plus the ECAC and NJCAA which have 200+ and 500+ schools respectively.

Randy Eccker, who on behalf of Phoenix Sports Partners, joins Chairman Dr. Harvey Schiller as a member of the Board at CSMG, has seen the upward trajectory at CSMG first hand and felt this was the right time to lead Phoenix in making an investment in CSMG. “We are very excited about our investment in CSMG. They have a great management team and have done a wonderful job of scaling their company through hard work and the cultivation of excellent relationships and partnerships. As such, this tremendous growth has allowed them to provide a much needed service to the middle tier of the collegiate market, and for us at Phoenix, the access many of our other companies will get to this segment of the market make this a very powerful partnership,” stated Mr. Eccker.

Michael Schreck, Chief Executive Officer at CSMG, expressed, “Having known Randy for almost 10 years, we are delighted that he has the confidence in our company’s strategic plans as we continue to grow across multiple platforms in the college sports industry. We know that his board membership will add tremendous value to our company.”

About Phoenix Sports Partners

Phoenix Sports Partners invests in, owns or controls disruptive technology and services companies targeting the amateur sports market. Building on the management team’s history of success and their relationships developed in the sports market, Phoenix is investing in companies at key inflection points in their growth trajectory. These companies provide Phoenix with a powerful opportunity to consolidate critical aspects of the highly fragmented youth, high school, and college sports markets.

About Collegiate Sports Management Group

Founded in 2014, CSMG is a “Collegiate Properties Group” that drives the business performance of college 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, Licensing and Esports. To learn more about Collegiate Sports Management Group clients and case studies, visit www.collegiatesmg.com.