



PACWEST CONFERENCE AND FLOSPORTS ANNOUNCE 3-YEAR MEDIA RIGHTS PARTNERSHIP

FloSports Acquires Streaming Rights To Complete Basketball and Volleyball Seasons Across The Conference's 11 Member Institutions In California And Hawaii

AUSTIN, Texas (April 30, 2020) – The **PacWest Conference**, one of the most dynamic NCAA Division II athletic conferences, and **FloSports**, an innovator in sports streaming and original content, announced a three-year deal to broadcast live and on-demand coverage of the conference's complete men's and women's basketball season as well as the women's volleyball season. The partnership extends through the 2022-23 season and includes streaming rights across the conference's 11 membership institutions in California and Hawaii.

PacWest Conference games will stream exclusively the FloHoops and FloVolleyball platforms. The conference joins other highly-regarded NCAA Division II conferences that have migrated to OTT platforms to bring exciting collegiate athletic competition to fans around the world. The PacWest Conference includes high-performing teams such as 2019 NCAA West Region Women's Volleyball Championships runner-up, Azusa Pacific University, NCAA Division II Men's Basketball runner-up, Point Loma Nazarene University, and three-time defending PacWest Tournament Women's Basketball Champions, Hawaii Pacific University.

"This partnership with FloSports is a testament to the forward-thinking nature of our membership and their dedication to our loyal fans," said PacWest Commissioner Bob Hogue. "FloSports is on the forefront of live streaming and their commitment to Division II athletics will provide our fans with unprecedented access, as they will be able to view all PacWest volleyball and basketball games with one subscription for the first time ever."

"It is an honor to bring The PacWest Conference on to the FloSports network," Lindsey Ross, Director of Rights Acquisition at FloSports said. "We're excited to showcase the level of talent among these conference teams to both their fans in California and Hawaii and to a wider audience across the country."

"CSMG continues to build a significant working relationship with the strong team at FloSports," says Dan Girard, Director of Media and Property Partnerships, CSMG. "We applaud the PacWest for their vision and leadership to elevate the conference's content distribution, by broadly displaying its superb quality with respect to producing events and on-field play. This will continue to enhance Division II collegiate athletics worldwide."

The agreement was negotiated by the PacWest Conference and Lindsey Ross with assistance by Collegiate Sports Management Group. PacWest also becomes the tenth collegiate entity to enter into a multi-sport partnership with FloSports to grow their sports communities. Through relationships with the NCAA, Big Ten, Big 12, Mountain West, Colonial Athletic Association (CAA), Gulf South Conference (GSC), Eastern College Athletic Conference (ECAC), Mid-Eastern Athletic Conference (MEAC), Mountain Pacific Sports Federation (MPSF) and Southern Intercollegiate Athletic Conference (SIAC), FloSports continues to widen its reach into collegiate sports and demonstrate its ability to bring rich editorial coverage and quality programming to sports fans. The company has bolstered its college athletics programming recently with the launch of FloBaseball that featured over 700 games on its broadcast schedule this season as well as ongoing broadcasts some of the best college basketball tournaments in the country on FloHoops and industry-leading coverage, games and tournaments on its immensely popular FloSoftball platform.

PacWest Conference fans will have the ability to access live and on-demand coverage of exclusive content and games by becoming a monthly or annual subscriber at FloSports.tv. Either subscription unlocks access to premium content and live events across the entire FloSports network of 25+ sports categories including softball, cycling, wrestling, motorsports, bowling and more. Watch the events across all screens by downloading the FloSports app on Amazon Fire TV, Roku, Apple TV, the App Store, and Google Play Store.

For more information, visit: FloSports.tv and ThePacWest.com

About The PacWest Conference

The Pacific West Conference is the most unique and dynamic athletic conference in NCAA Division II. With 11 member institutions in California and Hawaii, and 15 sponsored sports for men and women, the PacWest is the most beautiful and diverse conference in the West Region.

Established in 1992, the PacWest has gone through many different incarnations. After several schools broke off to form another conference in 2001, the PacWest was on the verge of anonymity, but held strong to become the driving force it is today. Since 2005, 8 of the current members have joined the PacWest, either from the NAIA or as brand new departments, to create competitive balance and new levels of athletic achievement.

In spite of all of the change, the focus has always remained on the student-athlete experience. The PacWest embraces the ideals of Division II by fostering the athletic and academic pursuits of its student-athletes with a balanced lifestyle and focus on preparing for life after college. The future holds many bright possibilities for the conference and its members.

About FloSports

Founded in 2006, FloSports is a venture-backed subscription video streaming service dedicated to sports, offering live and on-demand access to hundreds of thousands of competition events across 25+ vertical sport categories in the US and abroad. FloSports' mission is to give underserved sports the attention they deserve. With a growing library of more than 300,000 hours of premium content including news, expert commentary, films, documentaries and more, FloSports has established itself as an innovator and leader in sports streaming. Finally, your sport has a home. For more information, please visit: flosports.tv.

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.