

NATIONAL FEDERATION OF STATE
HIGH SCHOOL ASSOCIATIONS



NEWS RELEASE

Licensing Resource Group to Manage NFHS Authenticating Mark Program

FOR IMMEDIATE RELEASE

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INDIANAPOLIS, IN (November 18, 2014) — The Licensing Resource Group's high school licensing division, LRG Prep, has partnered with the National Federation of State High School Associations (NFHS) to manage its Authenticating Mark Program (AMP) whereby all balls and pucks used in interscholastic competition for which the NFHS writes playing rules must carry the official NFHS Authenticating Mark.

The NFHS Authenticating Mark Program officially began in the 2000-01 school year to ensure easy identification of inflated and non-inflated balls and pucks used in interscholastic competition. More than 19,000 high schools nationwide are required to use NFHS certified balls and pucks for their athletic teams, ensuring that more than 7,795,000 student athletes are competing on a level playing field. There are three main goals of the AMP, including:

- Ensure consistency in balls and pucks used in NFHS sanctioned interscholastic competition;
- Require a modest fee to be paid by manufacturers to generate revenue supporting student-athletes, athletic administrators, coaches and officials;
- Develop a more sophisticated set of standards in balls and pucks, and clearly communicate these standards to administrators, coaches and officials.

"We are very excited to be working with the NFHS to help streamline this vital element of its overall mission," said Lewis Hardy, CEO of the Licensing Resource Group. "By working closely with the NFHS and licensed manufacturers, we can help to ensure that balls and pucks are compliant, as well as generate revenue to fund on-going programs to benefit student-athletes and administrators at high schools of all sizes nationwide. The NFHS brand touches more than 60 million high school fans annually, so we are proud to be supporting such a large area of the population with the goal of advancing fair competition in all high school activities."

"LRG has done an excellent job with the NFHS Licensing Program for the past several years," said Bob Gardner, NFHS executive director. "With its many years of involvement in sports licensing at the high school and college levels, we believe LRG Prep is the perfect fit for managing our Authenticating Mark Program. We look forward to working with LRG Prep in this endeavor."

For more information about LRG Prep, the NFHS Licensing Program or the Authenticating Mark Program, please contact Tim Sears at LRG.

About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 16 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 11 million participants in high school activity programs, including more than 7.7 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at www.nfhs.org.

About the Licensing Resource Group

Founded in 1991, the Licensing Resource Group represents more than 225 universities, colleges, athletic conferences and special properties nationwide. In July of 2014, Learfield Sports acquired LRG, which manages the multi-media rights for 99 collegiate properties nationwide. LRG provides trademark management services that include contract management, merchandising, brand development, information technology, and royalty management from offices in Holland, Michigan; Winston-Salem, North Carolina; Iowa City, Iowa; Bristol, Rhode Island, and Frisco, Texas. For more information, visit the LRG website at www.lrgusa.com.

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