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MEDIA CONTACT:

Jennifer Duncan
Learfield's Seton Hall Sports Properties
(469) 767-8324

SETON HALL, FRANKLIN GROUP INTRODUCE MULTI-YEAR PARTNERSHIP DURING BIG EAST MEN'S BASKETBALL TOURNAMENT

SOUTH ORANGE, N.J. (March 9, 2017) – On the same day the Seton Hall Pirates tip off in the 2017 BIG EAST Tournament at Madison Square Garden, Seton Hall Athletics and its multimedia rightsholder Learfield announce a new partnership with Franklin Group.

The corporate partnership officially coincides with the start of the 2017-18 athletic season but is being unveiled this week. Learfield's local Seton Hall Sports Properties team led all negotiations with Franklin Group on behalf of the university. The Brooklyn, NY-based company with sales offices across the country will be involved across all Seton Hall sports in a five-year partnership, receiving the designation as the "Preferred Print, Promotional and Signage Company for Seton Hall Athletics."

For more than 25 years, Franklin Group has served numerous industries including sports, teaming with all the major professional leagues – however its new Seton Hall relationship marks the company's first foray into representing a specific collegiate institution.

"Franklin Group is pleased to be aligned with one of the Big East's flagship universities, Seton Hall, as we look to expand our collegiate partnerships across the country. They are a remarkably run organization with incredibly entrenched fans and partners, whom we are looking forward to engaging with our creative promotional and print branding experiences," said CEO Steven Zuller.

According to Seton Hall Sports Properties' General Manager Andrew Papaefthemiou, "Adding Franklin Group to the Pirates' corporate partner family will bolster our deliverables for fans, alumni and our overall general visibility as we promote the iconic Seton Hall brand. They'll be receiving in-venue signage, hospitality and access to many engagement opportunities with other corporate partners we have supporting Seton Hall Athletics. We're excited to get going and wanted our campus community to know during a big basketball month for the Pirates."

Franklin Group has a long legacy of serving a diverse group of industries, organizations, and commercial entities to provide clients with creative, strategic solutions to meet their needs. As trusted partners to teams of the NBA, NHL, MLS, NFL, MILB, AFL and NEC, it is the company's mission to turn fan passion into brand response. Utilizing state-of-the-art digital technology, as well as innovative creative solutions, Franklin Group partners with teams and companies to develop distinct marketing strategies and premium collateral for all of their hospitality, printing, and promotional needs. For more information, visit www.franklingroupusa.com.

An industry leader for more than four decades, Learfield has a deep presence in the college athletics landscape nationwide. In addition to Seton Hall, it manages the multimedia and sponsorship

rights for more than 120 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the prestigious Learfield Directors' Cup. Learfield also provides its collegiate partners access to professional concessions and ticket sales; branding, licensing and trademark consulting; digital and social platform expertise; campus-wide business and sponsorship development; and venue and technology systems through its affiliated companies.

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