



STRATEGIC MARKETING AFFILIATES NEWS

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STRATEGIC MARKETING AFFILIATES TO REPRESENT ATLANTIC SUN CONFERENCE

Indianapolis, IN – Strategic Marketing Affiliates (“SMA”) has reached an agreement with the Atlantic Sun Conference (“A-Sun”) to manage its domestic U.S. trademark licensing program. The new partnership will provide the A-Sun with access to SMA’s brand development, protection and revenue generation services.

“SMA is a proven industry leader in collegiate licensing, and we are proud to partner with them in handling all our licensing needs,” said A-Sun Commissioner Ted Gumbart. “We are excited about having Greg Trembl, Tony Johnson and the SMA team working on our behalf to continue building awareness of the A-Sun, protecting the integrity of our marks and increasing revenue opportunities.”

For more than 30 years, the A-Sun has supported its member institutions in providing intercollegiate athletics programs committed to Building Winners for Life, a conference wide mission dedicated to preparing student athletes for career success. The A-Sun includes a blend of the most prestigious and dynamic private and public institutions in the region: Belmont University, East Tennessee State University, Florida Gulf Coast University, Jacksonville University, Kennesaw State University, Lipscomb University, Mercer University, University of North Florida, Northern Kentucky University, University of South Carolina Upstate, and Stetson University. The conference recently announced the addition of Northern Kentucky University, beginning with the 2012-13 academic year.

SMA’s partnership with the A-Sun enables the conference to protect and promote the use of its brand on retail merchandise. It also enables the conference to generate revenue from the sale of that merchandise. The revenue generated by the licensing program will be used to enhance the A-Sun’s championship events and support the athletic programs of its member institutions.

The A-Sun becomes SMA’s 22nd conference partner. SMA also manages the licensing programs for Belmont, East Tennessee State, Jacksonville, Kennesaw State, Stetson, South Carolina Upstate, and Northern Kentucky.

“SMA is proud to have the opportunity to work with the Atlantic Sun Conference and assist in continuing its long history of excellence and that of its member institutions,” said SMA Sr. Vice President, Tony Johnson. “Currently, SMA represents seven A-Sun members, and we believe this partnership will further strengthen and expand our involvement with each of them while benefitting the collective body.”

About the Atlantic Sun Conference: The Atlantic Sun Conference is an NCAA Division I league with 10 member institutions committed to Building Winners for Life. The A-Sun meets the challenge of maintaining the highest standards in academic and athletic achievement with a true balance between student and athlete. Headquartered in Macon, Ga., the A-Sun boasts six of the top eight media markets in the Southeast.

About SMA: Strategic Marketing Affiliates is an Indianapolis-based, full service licensing organization which represents over 230 colleges and universities located throughout North America. The 18-year-old agency is the fastest growing collegiate licensing agency in the U.S., with offices in Colorado, Indiana, New York and Ohio. For more information regarding SMA, please visit www.smaworks.com.

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