



FOR IMMEDIATE RELEASE

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Strategic Marketing Affiliates adds more than 30 properties in 2011

Indianapolis, IN – **Strategic Marketing Affiliates** (“SMA”) welcomed 31 new partner institutions in 2011.

With the new properties, SMA now serves as the exclusive licensing agency for more than 240 colleges, universities, conferences and associations throughout the United States.

“It is a privilege for SMA to work for and partner with each of our clients,” said SMA Senior Vice President Tony Johnson. “We are pleased to have been chosen as the exclusive licensing agency by each of our new and remarkable institutions of higher learning in 2011. As always, SMA will remain diligent in our commitment to assist all members of our entire client roster accomplish their branding and licensing objectives.”

With 2012 in full swing, SMA is working rigorously to establish the foundation to ensure new client programs are positioned to fully protect their intellectual property rights and leverage their brands into appropriate product placement while growing presence and economic value.

About SMA: Strategic Marketing Affiliates is an Indianapolis-based, full service licensing organization which represents over 240 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 Indiana, Colorado, New York and Ohio. For more information regarding SMA, please visit www.smaworks.com.

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