

**For Immediate Release**

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**Dreams Retail Selects Rhycom Sports for Collegiate Expansion**

(Overland Park, KS) — Rhycom Sports, an Overland Park, KS-based sports marketing firm has been selected by Dreams, Inc. to assist Dream Retail division's presence in the escalating collegiate merchandise marketplace. Rhycom Sports will help the Northbrook, IL-based company develop its college partnerships in the areas of retail, game day and e-commerce. Dreams currently has integrated merchandise agreements with the University of Texas and University of Miami (FL) and Purdue University.

"Rhycom Sports has tremendous knowledge of the college landscape and can provide solutions that will create additional revenue for university athletic programs," said Dreams Retail Vice President Jon Steinberg. "They will be key asset in our development process."

In addition to supporting Dreams' business development, Rhycom Sports will provide consultation on strategic planning, college outreach programs and branding.

"Dreams' merchandise platforms will not only maximize revenues for university athletic programs, they will improve operational and promotional efficiencies as well," said Rhycom Sports President, Mike Behymer.

**About Rhycom Sports**

Rhycom Sports, LLC is a division of Rhycom, Inc. The company works with both sports properties and corporations specializing in a wide variety of sports marketing services including corporate sponsorships consultation, rights valuation, licensing consultation, event planning, business development consultation, sponsorship sales training, sponsorship inventory development, sponsorship negotiation, strategic planning, sponsorship inventory development, sponsorship negotiation, property valuation, sponsorship asset integration, broadcast partner integration, onsite execution and naming rights consultation.

Mike Behymer helped start Rhycom Sports in April 2010 after spending ten years with Learfield Sports, attaining the position Senior Vice President. He began his career in 1985 with the National Association of Intercollegiate Athletics (NAIA), a current Rhycom Sports client. In addition to the NAIA, Behymer's career also included a stint as Director of Marketing and Sales for the Kansas City Royals. Additional Rhycom Sports clients include Cramer Products, Johnson County (Kansas) Parks and Recreation District, Kansas Recreation and Parks Association, Caption Colorado, New Mexico State University Athletics, Collegiate Consulting, Total Sports Entertainment, Meseats and TxtQuest.

**About Dreams Retail**

Dreams, Inc. (NYSE Amex: DRJ), is a technology-driven, vertically-integrated, multi-channel retailer focused on the licensed sports products industry. The company has partnered with numerous high profile sports teams to manage their online retail merchandising, including the Philadelphia Eagles and the San Diego Chargers of the NFL; the Chicago Bulls and Washington Wizards of the NBA and the MLS's Chicago Fire.