

For Immediate Release

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Collegiate Consulting Joins with Rhycom Sports for New Mexico State University Project

(Overland Park, KS)—Rhycom Sports of Overland Park, KS has announced a partnership with Collegiate Consulting to provide a comprehensive corporate sponsorship review for New Mexico State University's department of intercollegiate athletics. Rhycom Sports is working with Collegiate Consulting to review title sponsorship opportunities, digital media sales, inventory tracking, website advertising and to develop new assets. In addition, Rhycom Sports will provide the University with an assessment of its multi-media rights value and help guide the school for the possibility of out-sourcing its rights.

"I have and always have had a great deal of respect for the work that Collegiate Consulting does in the collegiate space, and we're flattered they've chosen us to assist them in this effort for New Mexico State," said Rhycom Sports President, Mike Behymer. Prior to helping form Rhycom Sports in April 2010, Behymer was Senior Vice President with Learfield Sports, one of the country's leading multi-media rightsholders." Among other responsibilities with Learfield Sports, Behymer was part of the senior management team that developed and analyzed universities' multi-media rights. Such reviews were sometimes used to bid on multi-media rights.

"Collegiate Consulting is fortunate to have formed a partnership with Rhycom Sports for this project with New Mexico State," said Russell Wright, Managing Partner for Collegiate Consulting. "Mike's experience with Learfield Sports makes he and the Rhycom Sports team a natural fit for our portfolio of collegiate consulting services."

Additional Rhycom Sports clients include the National Association of Intercollegiate Athletics (NAIA), Costante Group, Johnson County (Kansas) Parks and Recreation District, Meseats.com, Cramer Products, Dreams Retail, Total Sports Entertainment and TxtQuest.

About Collegiate Consulting

Collegiate Consulting is a comprehensive solutions-based consulting company formed in 2005. Since its inception, it has provided services to more than 225 institutions throughout all levels of intercollegiate athletics. The breadth of Collegiate Consulting's project work spans the spectrum of intercollegiate athletics from NCAA Division I, II, III, NAIA and NJCAA programs.

About Rhycom Sports

Rhycom Sports, a division of Rhycom, Inc., works with sports properties, brands and corporations and specializes in a wide variety of sports marketing services including sponsorship consultation, strategic planning, event management, customer entertainment, corporate sales management and corporate sponsorship sales training. In addition to his ten years with Learfield Sports, Behymer was Director of Marketing and Sales for the Kansas City Royals. He began his career with the National Association of Intercollegiate Athletics (NAIA) a current client of Rhycom Sports. For more information on Rhycom Sports, go to www.rhycomsports.com