

**For Immediate Release.**

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**Rhycom Inc. bets on sports, launches Rhycom Sports, LLC**

(Overland Park, KS)—Rhycom Incorporated, a full service, strategic communications agency, has launched a sports marketing firm, Rhycom Sports, LLC to meet the local, regional and national needs of sports organizations, sponsors and brands.

“We see Rhycom Sports, as a natural extension of Rhycom Incorporated’s strategic marketing communications capabilities. We believe there is significant opportunity within the sports marketing space and have developed an experienced group headed by Mike Behymer,” stated Rick Rhyner, President of Rhycom Incorporated.

Mike is the President of Rhycom Sports and brings over 25 years of sports sales and marketing expertise to the team. He was most recently Senior Vice President at Learfield Sports where he was responsible for product development and strategic partnerships for their Sports Division and prior to that he was General Manager of Mizzou Sports Properties and Director of Sales and Marketing for the Kansas City Royals.

“We see a strong opportunity working with national sports organizations, companies marketing sports-related products, sponsorships, event marketing, and collegiate athletic departments and professional sports teams. One of our first clients is the Football Writers of America who own the rights to the Outland Trophy. The Outland Trophy is given to the most outstanding lineman in NCAA Football. We are also working on a number of local and regional projects,” stated Mike Behymer.

**About Rhycom Sports, LLC**

Rhycom Sports is a division of Rhycom, Inc. providing strategic consultation and planning, support and development for revenue analysis and generation, licensing, sponsorships, event planning, sponsorship sales and sales training. Clients include sports organizations, collegiate and professional sports teams, brands, properties and corporations seeking to use sports to leverage their brand.

**About Rhycom Incorporated**

Rhycom focuses on strategy, creativity and commitment to clients, and consistently ranks in the *Kansas City Business Journal's* "Top 25 Advertising Agencies." Founded in 1999, Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Our clients include start-ups, established brands, and national and international corporations all with a common goal — to grow their business and their brand. Rhycom's services include strategic planning, research, advertising, interactive, web development, public relations and event promotion.

For more information on Rhycom Sports, visit [www.rhycomsports.com](http://www.rhycomsports.com)