



FOR IMMEDIATE RELEASE
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ISP SPORTS, LICENSING RESOURCE GROUP ANNOUNCE STRATEGIC ALLIANCE

Winston-Salem, North Carolina and Holland, Michigan -- ISP Sports (“ISP”) and the Licensing Resource Group, Inc. (“LRG”) have entered into a strategic alliance agreement (the “Alliance”) which will allow the two companies to expand and strengthen their respective business lines and operations, officials of the two organizations jointly announced today.

Under the Alliance, ISP and LRG will work together to build synergies among personnel, facilities and resources that will provide LRG greater opportunity to expand upon its wide range of licensing services in the American college and university sector, and enhance ISP’s position as the country’s leading collegiate sports marketing company.

The ISP/LRG Alliance will benefit the two company’s respective university clients and prospective clients by:

1. Providing a wider array of licensing-related services to existing clients by building upon ISP’s extensive experience in radio and TV programming; publications; game-event promotions; digital media and internet sites; stadium/arena signage, and other multi-media rights, and LRG’s expertise in building university brands and promoting the sale of collegiate licensed merchandise;
2. Using and enhancing strategies and services beneficial to and desired by university and conference clients, and coordinating sales and service initiatives;
3. Sharing facilities, personnel and operations to create efficiencies and to enhance and expand service levels for university and conference clients; and
4. Creating a task force among senior executives from both LRG and ISP to develop and pursue “best practices” to better serve client universities and conferences.

As part of the Alliance, ISP and LRG have also entered into a Letter of Intent whereby ISP plans to acquire an equity stake in the operations of LRG intended to further the joint interests of the parties and their clients. ISP’s investment will solidify and deepen the parties’ commitment to the success of their Alliance and to their existing and future licensing clients.

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"This is an important next step in the strategic development of our national brand and franchise," stated ISP's Founder, Chairman and CEO Ben Sutton. "I've watched LRG grow into a highly-respected, entrepreneurial player in the collegiate industry, and we are excited to introduce the LRG brand to our considerable client base in college athletics."

"We are excited about uniting with a fast-growing, well-respected company like ISP," LRG Founder and Chairman Dick Rademaker stated. "They are clearly the industry leader in the college media business, so this makes perfect sense for us."

"This Alliance builds upon the strengths of both companies and will result in LRG being able to offer a greater array of licensing solutions to existing and future clients in the collegiate market," said LRG CEO and President Lewis Hardy. "It is a 'win-win' for our loyal and valued university partners and for both LRG and ISP."

-30-

ISP is the country's largest and fastest growing collegiate multimedia rights holder, with partnerships involving more than 60 NCAA member institutions, conferences, bowl games and venues. The company, which is based in Winston-Salem, North Carolina, produces a variety of sponsorship opportunities and services for its partner schools and corporate clients, including publications, radio/TV networks, digital media and internet sites, game event promotions and stadium/arena signage. With more than 50 regional offices throughout the country and nearly 300 employees, ISP is nationally recognized for its professional workmanship and unrivaled service.

LRG maintains offices in Holland, Michigan, Winston-Salem, North Carolina and Coralville, Iowa, and currently has licensing agreements with more than 150 colleges and universities nationwide. Founded in 1991, the company has created a successful alternative to traditional licensing management philosophies, focusing on each client as an individual brand to achieve success. LRG has created new standards within the industry for technology, brand development and license management, and is consistently recognized for its high level of service to its clients, licensees and retailers.