

PLAYFLY SPORTS EMERGES AS NEW PLAYER IN COLLEGE SPORTS MULTI-MEDIA RIGHTS GAME WITH ACQUISITION OF OUTFRONT MEDIA SPORTS

PLAYFLY SPORTS PROPERTIES TO USE INNOVATIVE, DIGITALLY- ENABLED APPROACH TO OFFER SCHOOLS NEW REVENUE GENERATING OPPORTUNITIES

September 17, 2020 – **Playfly Sports** (Playfly.com), a full-service sports marketing company, is emerging as the newest player in providing top-tier management of multi-media rights solutions for universities, high school state associations, sports venues, conferences, teams and other properties. Playfly Sports, a Philadelphia-based company, through the acquisition and rebranding of OUTFRONT Media Sports LLC to **Playfly Sports Properties**, will use an innovative, digitally-enabled approach and turnkey media solutions to the growing collegiate multi-media rights (MMR) industry. As a boutique firm with a stable foundation, the business provides customized sponsorship and multi-media rights management services to its clients, partners, and brands. The company was founded by media and sports executive Michael Schreiber, who will also serve as the company’s CEO.

Other investors include the Baltimore-based investment firm, Access Holdings and diversified media company, Sinclair Broadcast Group.

Schreiber recently served as a General Partner at SeventySix Capital, a sports venture capital fund, the Chief Content Officer at Altice USA and was a founding member of Hulu. He previously held leadership roles at NBCUniversal and Comcast.

Playfly Sports’ unique strategy and ability to offer multi-media rights solutions is bolstered by its tagline “*Powered by Partnership,*” and includes three recent acquisitions:

- **OUTFRONT Media Sports LLC.** Leading company managing exclusive college and high school sports rights across the United States. Its partners include universities across the country such as University of Maryland, University of New Mexico, Wichita State, Old Dominion, Denver University, Oral Roberts, Oakland, St Bonaventure, Troy, and more. It’s the industry leader multi-media partner for high school state associations with partners in California, Arizona, Michigan, Washington, New Mexico, Nevada, Louisiana, and Oregon. Additionally, the business is proud to represent the reigning college football national champion Louisiana State University Tigers and men’s basketball champion University of Virginia Cavaliers. . OUTFRONT Media Sports LLC will be renamed Playfly Sports Properties.
- **Collegiate Star League (CSL).** Largest college esports business with over 1,800 schools and 11,000 teams across the US and Canada, including 100% of the Power Five schools, and over one million dollars in scholarships granted. CSL hosted over 50 live events on major college campuses throughout the country last year including events at Penn State,

University of Texas, University of Florida and the University of Southern California. Collegiate Star League and its college services division, CSL Esports, will operate as a subsidiary of Playfly Sports.

- **World Gaming Network (WGN).** Leading amateur and semi-pro esports tournament network, with partnerships with all four major North American sports leagues (NFL, NBA, MLB, NHL) and helps to elevate many aspiring amateur esports athletes. World Gaming Network will, too, operate as a subsidiary of Playfly Sports.

The terms of these deals were not disclosed.

“Now more than ever is the time to support our partners in the college and high school world,” said Schreiber. “This year continues to be the truest test of our long-term partnerships where we must work together to support our communities and families. At Playfly, we are dedicated to investing and innovating with our partners, helping them fuel new areas of growth such as esports and allowing them to build robust athletics programs supporting every student athlete’s dreams. We are also looking for new partnerships with institutions focused on growth and innovation. Our school-by-school approach, new monetization categories, and the ability to customize will drive significant value for our partners.”

The Playfly Sports Properties multi-media rights division will continue to be led by industry veterans, David Johnston, Bill Cartwright, and Rich Klein.

Additionally, Playfly Sports has hired Rob Johnson, a former Philadelphia Flyers executive and most recently the Chief Operating Officer of Nerd Street Gamers, to be the CEO of the combined esports business (CSL and WGN) alongside WGN chairman, Wim Stocks.

“Our team at Access and the team at Sinclair have prepared and resourced Playfly Sports to be a compelling alternative for universities, high school associations, and other sports organizations,” said Kevin McAllister, Managing Partner and Founder of Access Holdings. “We are excited to be involved with Michael and this innovative new company in the college sports and prep space. It certainly adds a new platform for us at Access and provides a new alternative for colleges. It’s time for a new, innovative, and nimble player in the MMR space with a focus on building enduring partnerships.”

About Playfly Sports

Playfly Sports (playfly.com) is a full-service sports marketing company providing top tier management of multi-media rights for prestigious universities, high school state associations, sports venues, conferences, teams and other properties. Playfly Sports is also the home of CSL and WGN, the leaders in college and amateur esports with all esports activities on all Power Five campuses and all four major professional sports leagues as partners. For more information visit www.playfly.com.

About Access Holdings

Access Holdings Management Company LLC is a Baltimore-based private investment firm focused on buy and build strategies. The firm was founded in 2013 to manage a concentrated portfolio of essential service-based businesses in North America. Access currently manages

approximately \$1 billion of assets. The firm takes a purposeful research-intensive approach to investing and seeks to build industry-leading businesses in partnership with exceptional entrepreneurs and executives. For more information, please visit www.accessholdings.com.

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