

**NATIONAL FEDERATION OF STATE
HIGH SCHOOL ASSOCIATIONS**



NEWS RELEASE

Licensing Program to Benefit High Schools

FOR IMMEDIATE RELEASE

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INDIANAPOLIS, IN (April 30, 2009) — The National Federation of State High School Associations (NFHS) and Licensing Resource Group, LLC (LRG) have signed an agreement that could provide new revenue for high schools.

Eleven NFHS–member state associations are involved in a pilot program whereby state associations and member high schools in those states that choose to participate will receive royalties on merchandise sold at local retail stores. The merchandise, including sportswear and other apparel, would bear the local school’s name and logo and/or mascot.

Currently, many high schools have merchandise in retail locations and the schools do not benefit from the sale of these items. LRG will secure licensee and retail partners, administer each license and help create a new source of income for the local schools.

“Given the current state of the economy and the fact that many high schools are trying to find new sources of revenue to keep programs alive, we believe this is a great

opportunity for the schools and communities,” said Robert F. Kanaby, NFHS executive director. “This is truly a win-win situation for the schools and state associations since there is no cost for the local high school to participate in the program.”

Apparel and other products with the local school’s name and logo and/or mascot will carry a “hang tag” that identifies it as an authentic, quality licensed product. Items with the “NFHS Official High School Licensed Product” tag will show retailer support of local schools and let the consumer know that the purchase supports the local school and state high school association.

States involved in the initial pilot program are Alabama, California, Nebraska, New Hampshire, New Jersey, New Mexico, New York, Ohio, Rhode Island, Virginia and Washington.

LRG, with offices in Michigan, North Carolina and Iowa, has licensing agreements with more than 150 colleges and universities nationwide.

“LRG’s expertise in creating opportunities for clients, licensees and retailers will provide the opportunity for the NFHS, its member state associations and their schools to realize an increase in market share and revenue by participating in a professionally managed program,” Kanaby said.

An eight-page insert on the licensing program appeared in the April issue of *High School Today* in some of the participating states, and will appear in the May issue in the remainder of the participating states. *High School Today* is the NFHS’ national magazine published monthly during the school year and distributed to the principal and athletic director at every high school in the nation and the superintendent and school board president in every school district.

About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and fine arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and fine arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches nearly 19,000 high schools and 11 million participants in high school activity programs, including almost 7½ million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; produces publications for high school coaches, officials and athletic directors; sponsors professional organizations for high school coaches, officials, spirit coaches, speech and debate coaches and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS Web site at www.nfhs.org.

About the Licensing Resource Group (LRG)

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.

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