

ELEVATE ON CAMPUS APPOINTS COLLEGE-INDUSTRY VETERAN KIM PARSONS AS CHIEF OPERATING OFFICER

***ELEVATE SPORTS VENTURE'S COLLEGE TICKET SALES VERTICAL
BOLSTERS EXECUTIVE STAFF INDUSTRY VETERAN***

***ELEVATE ON CAMPUS' FIRST CLIENT, UNIVERSITY OF KENTUCKY ATHLETICS DEPARTMENT,
RECORDS NEAR 400% INCREASE IN MEN'S BASKETBALL MINI-PLAN AND GROUP SALES
REVENUE***

Santa Clara, CA - DEC. 3, 2018 - Elevate On Campus, a subsidiary of Elevate Sports Ventures (Elevate SV) specializing in university athletics ticket sales, announced today the appointment of 10-year college-industry veteran Kim Parsons to the role of Chief Operating Officer. Parsons will be responsible for business operations, strategy, finance and human resources, as well as technology and business development for Elevate SV's college-focused vertical. Elevate On Campus provides comprehensive ticket sales strategy and execution for intercollegiate athletics departments, conferences, bowls and more in the university space. Parsons' efforts will lay the foundation for Elevate On Campus' strategic growth, support Elevate On Campus-appointed General Managers and liaise with client athletic departments and event operators.

Elevate On Campus launched on Sept. 10, 2018, concurrently naming 40-year college-industry veteran, former IMG College executive and IMG Learfield Ticket Solutions architect Mark Dyer as President. Within two months of the launch, Elevate On Campus' first announced client, University of Kentucky Athletic Department, is recording an almost 400% increase in year-over-year sales for Men's Basketball Mini-Plan and Group Sales Revenue, over 50% of which can be directly attributed to Elevate On Campus' efforts. Recently-appointed Elevate On Campus Vice President and General Manager at University of Kentucky, Joe Rickert, a former sales executive with the Atlanta Hawks, credits these and other substantial sales increases as a result the creation of new ticketing products and sales campaigns based on extensive pricing and analytics studies.

"Kim shares my passion for college sports. She played a key role as we built the IMG College Business Ventures division into a very successful entrepreneurial enterprise over seven years. As with our partners in Elevate Sports Ventures, she brings experience, expertise and energy to our new company," said Mark Dyer, President of Elevate On Campus. "Kim brings a versatile skillset to our company; she will oversee a broad area of functions and play an important role with our business development and field operations."

For almost a decade, Parsons was a crucial member of the IMG College and IMG Learfield Ticket Solutions leadership team. There, as the Vice President of Business Ventures, she played a critical role in the division growth strategy both organically, by leading several acquisitions, and with the formation of the IMG Learfield Ticket Solutions joint venture. She led the IMG College Seating division between 2015 and 2017, managing more than 100 college, NFL and racing clients with more than half a million seats in circulation. Most recently, Parsons was Chief Financial Officer for sister companies, Seating Solutions and DreamSeat, specializing in the sale and rental of permanent and temporary seats and interchangeable logo commercial grade furniture. Additionally, she held a senior leadership role for the private equity firm, Gardiner Capital. Parsons received her Bachelors of Business

Administration from the University of Miami and Master of Business Administration from Wake Forest.

“The partnership-centric strategy that Mark developed for Elevate on Campus specifically fits the unique needs of university athletic departments and is truly an industry-changing model,” said Parsons. “The extraordinary support and best practices provided by the Elevate Sport Ventures partners, combined with Mark’s unparalleled leadership style and eye for talent, ensure Elevate On Campus clients will receive individualized and cutting-edge guidance. I am eager to work alongside Mark and Joe to share Elevate On Campus’ unique platform and insights with the college athletics industry.”

Elevate On Campus is dedicated to providing individualized ticketing strategies, insightful ticket and customer analysis, comprehensive sales plans, and servicing capabilities to university athletic departments. Backed by the resources of Elevate SV and its notable roster of partners, Elevate On Campus provides unmatched access to professional sports sales and event best practices. With an emphasis on sales team development, Elevate On Campus is poised to become the industry leader in sales executive recruitment and training.

ABOUT ELEVATE SPORTS VENTURES:

Elevate Sports Ventures is a best-in-class sports and entertainment consulting firm, providing proven, innovative solutions to organizations across the global sports and entertainment landscape. Elevate SV taps into the extensive resources, relationships, and expertise of its partners to innovate and execute comprehensive strategies and solutions in venue renovations, stadium licenses, premium ticketing, corporate hospitality and more. Formed in partnership between the San Francisco 49ers and Harris Blitzler Sports & Entertainment (HBSE) in 2018, Elevate SV welcomed Oak View Group (OVG) and Ticketmaster and Live Nation as partners in June 2018. Elevate SV serves as OVG’s established representative in premium sales and service for its more than nine current and future OVG development projects, including the \$700 million transformative redevelopment of the current Key Arena at the Seattle Center. In September 2018, Elevate SV launched Elevate On Campus, a joint venture created to support ticket sales, strategy and service for intercollegiate athletics and university venues. For more information, visit: www.ElevateSportsVentures.com and www.ElevateOnCampus.com or follow [@ElevateSV](https://twitter.com/ElevateSV) and [@Elevate_Campus](https://twitter.com/Elevate_Campus) on Twitter.

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