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Sports & Properties, Inc.

News Release



HATTIESBURG, MS: Sports & Properties, Inc. (SPI) of Raleigh has been retained by the Athletic Department at the University of Southern Mississippi (USM) to provide naming rights sponsorship services for the four major USM athletic facilities.

“The Athletic Department has embarked on the Building Dominance Campaign,” said Richard Giannini, Athletic Director at USM. “This is an ambitious, but much-needed initiative to dramatically expand and enhance our football, softball, track & field, and tennis facilities. We believe SPI’s naming rights and major sponsorship experience will help us meet and exceed our overall campaign goal.”

The largest of the campaign initiatives is the M.M. Roberts Stadium South End Zone project. This major addition to the storied home of USM football will include 30 luxury suites, enhanced media facilities, and two club areas with over 800 total club seats. The addition will expand stadium capacity from 33,000 to over 38,000 and is projected to cost approximately \$28 million.

“Southern Miss is a powerhouse member of the newly-expanded Conference USA,” said Hill Carrow, CEO of SPI, “and they have an exciting plan for greatly enhancing the majority of their athletic facilities. This will significantly benefit University students, faculty, alumni, parents, and even the greater Hattiesburg region. Our goal as a company is to help ensure the Athletic Department achieves its vision.”

The University of Southern Mississippi, founded in 1910, is a comprehensive doctoral and research university fulfilling its mission as a leader in engaging and empowering individuals to transform lives and communities. With a long-standing focus on student development, Southern Miss is educating a 21st century work force and providing intellectual capital, cultural enrichment, and innovation to

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Mississippi and the world. Southern Miss is located in Hattiesburg, Mississippi, with an additional campus as well as teaching and research sites on the Mississippi Gulf Coast. More information about the University of Southern Mississippi can be found at www.usm.edu.

Southern Miss athletic teams are nationally competitive and have a storied history. The football program has produced such legends as Ray Guy, the NFL's all-time leading punter and member of the NFL Hall of Fame, and Green Bay Packer all-star quarterback Brett Favre.

Sports & Properties, Inc. is a sports and entertainment marketing and development firm based in Raleigh, NC. The firm's consulting practice includes sports marketing and sponsorship services for corporate clients and naming rights, major sponsorship, and economic development work for facilities, franchises, developers, sports commissions, and communities. SPI clients and projects include Capitol Broadcasting Company, RBC Centura Bank, the Durham Performing Arts Center, Bradenton-Sarasota Arena, and the Cobb Energy Centre for the Performing Arts.

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