

For Immediate Release: February 6, 2009

USILA and Inside Lacrosse Announce Media Partnership

BALTIMORE, Md. (February 6, 2009) -- The United States Intercollegiate Lacrosse Association (USILA) and Inside Lacrosse have signed a multiple-year media partnership agreement, it was announced today.

The agreement will come over a variety of platforms, including *Inside Lacrosse Magazine*, *Inside Lacrosse's Face-Off Yearbook* as well as *InsideLacrosse.com*. In addition to providing assistance with the official release of the USILA announcements and increased promotion of the North-South Game, All-Americans, award winners and coaches' polls, Inside Lacrosse will create online blogs and video.

"This media partnership allows additional exposure for the student-athletes in the sport of men's intercollegiate lacrosse, and increases the promotion of the USILA's coaches' poll, All-America teams and awards program," said Richard Wanninger, President of the USILA.

"Top-level men's college lacrosse is at the heart of all we do," said IL Publisher Robert Carpenter. "The USILA has been there from the beginning, and there was a time when things like the North-South Game were everything to this sport. Over the past decade in particular, the USILA's events and announcements have been somewhat watered down by the massive increase in media exposure and commercialization of the game. Through this partnership, we plan to do more to promote the ways in which this organization contributes to the sport."

"Over a million lacrosse fans flock to *InsideLacrosse.com* for their news and information," said IL vice president/editor-in-chief John Jiloty. "An example of what we hope to bring to the table here is the All-American announcements, which have lost some prominence as the Final Four has grown. The way in which we can debut these award winners throughout the week leading up to that event will contribute substantially to these recipients' recognition."

About Inside Lacrosse

Inside Lacrosse is the premier source of information about lacrosse — the fastest-growing participant sport in the United States — helping to define the cutting edge of the sport's rapid growth.

Baltimore-based Inside Lacrosse magazine is published 11 times a year. Inside Lacrosse properties include: Face-Off Yearbook, *InsideLacrosse.com*, *InsideLacrosse.tv*, *LacrosseForums.com*, *NLLInsider.com*, and its signature events (Konica Minolta Face-Off Classic, Big City Classic and Day of Rivals). Inside Lacrosse is also the online lacrosse partner of ESPN.com.

Founded in 1997 by Robert Carpenter, Inside Lacrosse is now part of American City Business Journals, Inc. ACBJ is the largest publisher of metropolitan business newsweeklies in the United States and owns a variety of sports publications, including *The Sporting News*, *Street & Smith's SportsBusiness Journal*, *NASCAR Illustrated* and *NASCAR Scene*.

About U.S. Intercollegiate Lacrosse Association (USILA)

Founded in 1885, the United States Intercollegiate Lacrosse Association (USILA) is an association of academic institutions with varsity lacrosse programs in all three NCAA divisions. The USILA is organized to provide officiating services, to member institutions. In addition, the USILA is responsible for the recognition of student-athletes (all-America, Scholar All-American, Player of the Year awards) and institutions, organizing the Annual North-South All Star Games (DI, DII and DIII) and the weekly USILA Top 20 coaches' poll.