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**WISCONSIN ATHLETICS ANNOUNCES MULTI-YEAR
MAD CITY WINDOWS & BATHS PARTNERSHIP**

MADISON, Wis. (Oct. 10, 2016) – University of Wisconsin Athletics announced today the addition of Mad City Windows & Baths as a new proud partner of the Badgers. The multi-year agreement marks a first between the Badgers and the state's premier home improvement company and was secured by the university's athletics multimedia rights holder, Learfield's Badger Sports Properties.

The partnership is effective immediately and allows for significant branding and visibility among the Badger faithful. Family-owned Mad City Windows & Baths will have use of the Badgers' marks; receive in-venue signage and promotional opportunities during basketball and hockey seasons; and interact with fans for select events and sign-up-to-win contests.

"This is a tremendous opportunity for us – our first major college sports partnership – and we couldn't be more proud to align with the Wisconsin Badgers," said Mad City Windows & Baths Vice President Nathan Richmond. "We take great pride in the quality of our work and level of customer service and anticipate increasing our profile among the university's passionate fans, alumni and community."

"We're looking forward to working with Mad City Windows & Bath as we continually strive to create sponsor integrations that make sense for Wisconsin Athletics and its audience, as well as those businesses wanting to share that affinity with the Badgers," said Badger Sports Properties General Manager Zach Wagner. "Mad City Windows & Baths desires to expand its sponsorship and community portfolio, and we're proud to work with them on a brand-new Badgers' association."

Locally owned and operated, Mad City Windows & Baths is the premier home improvement company in Madison, Green Bay, Milwaukee and throughout Wisconsin. With years of experience, the Mad City Team knows what works best in the Wisconsin climate and chooses quality products for homeowners needing replacement windows, vinyl siding, bathrooms or metal roofing.

An industry leader for more than four decades, Learfield has a deep presence in the college athletics landscape nationwide. In addition to Wisconsin, it manages the multimedia and

sponsorship rights for 120 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the prestigious Learfield Directors' Cup. Learfield also provides its collegiate partners access to professional concessions and ticket sales; licensing and trademark consulting; digital and social platform expertise; and venue and technology systems through its affiliated companies.