

PATTISONSPORTSGROUP

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FOR IMMEDIATE RELEASE

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STX Extends Partnership with the Victory Event Series

STX Extends Relationship as the Official and Exclusive Lacrosse Manufacturer

Thornton, Pennsylvania (January 21, 2013) – Pattison Sports Group has come to terms with STX to extend STX's sponsorship of PSG's Victory Event Series. Based on a deal finalized this past weekend in Philadelphia at the US Lacrosse Convention, STX will continue their relationship as the Official and Exclusive Lacrosse Manufacturer of the Victory Event Series, a youth and high school tournament series. STX's sponsorship of the Victory Event Series includes the following events: Inter-Ac Invitational, Texas Draw, Summer Slam Boys & Girls Tournaments, Big Easy Classic, Brandywine Classic and Texas Tune-Up.

Since STX's initial partnership with Pattison Sports Group at the inaugural Boys Summer Slam Tournament in 2010, STX has played an instrumental role in supporting the growth of the Victory Event Series to new and growing lacrosse regions throughout the nation.

"STX partnered with us from the beginning and we appreciate their loyal commitment. Their brand is synonymous with lacrosse and we feel that what they're trying to accomplish as a manufacturer is in line with the goals of our Victory Event Series. Our main focus is to deliver the best tournament experience possible and we believe the STX brand name coupled with their innovative activation plan will be a focal point for players in our vendor areas this year" said Jeff Long, President of the Pattison Sports Group.

"Being able to showcase our products and the overall STX brand at these premier events in key areas is something we truly value" said Greg Tate, STX's Men's Marketing Manager. "After a very successful 2012 event season we are excited to continue our relationship with PSG in 2013."

All coaches attending Victory Event Series tournaments will receive a coach's gift courtesy of STX. Additionally, STX will be running shaft and head demo programs at Victory Event Series events. Players will be given the opportunity to utilize new STX equipment to raise their game.

For more information about the Victory Event Series, visit www.VictoryEventSeries.com.

About the Pattison Sports Group

The Pattison Sports Group is Philadelphia's premier sports marketing firm specializing in Event Management, Strategic Sports Sponsorship Consulting and Sports Property Representation. For more information, visit www.PattisonSportsGroup.com.

About STX

STX is a global sporting goods leader in the sports of lacrosse, field hockey and golf. With its 1970 introduction of the first synthetic lacrosse head, STX ushered in the "modern era" of what is now the fastest growing team sport. Based in Baltimore, the home of lacrosse, STX has been universally recognized for innovation in product design and development. STX continues to strive for new performance standards in sporting goods equipment at the highest levels of competition. For more information, visit www.stx.com.

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