

For Immediate Release

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Jostens and MTM Recognition Named NCAA Official Awards Program Supplier

Jostens and MTM Recognition have been selected as the Official Awards Program Suppliers for all NCAA program needs. The companies will provide the NCAA with one recognition solution through their strategic alliance in the college sports market.

The NCAA awards program includes Championship awards both for NCAA and NIT tournaments, Honors Awards, the Woman of the Year Award, and the Service Recognition Awards for national office staff.

Jostens, based in Minneapolis, is a leader in scholastic and championship recognition programs. MTM Recognition, headquartered in Oklahoma City, is the industry's largest producer of symbolic recognition awards.

Jostens and MTM will assume the role of the NCAA's Official Awards Program Supplier immediately, working in conjunction with the NCAA national office to create an overall look that supports current NCAA messages, and celebrates the accomplishments of more than 380,000 student-athletes.

"Through NCAA championships, we want to provide student-athletes with a significant life changing experience and create memories for a lifetime," said Sharon Cessna, NCAA director of championships. "Recognizing student-athletes for their academic and athletic achievements helps us reach that goal," said Cessna.

"We are looking forward to partnering with Jostens and MTM to positively impact and compliment the visual presentation of our 88 national championships as well as our highest-profile Association events," said JoJo Rinebold, NCAA managing director of brand strategies and events. "The NCAA is pleased to partner with both companies as we recognize current and former student-athletes with our NCAA awards."

"We are very enthused about our new relationship with the NCAA," said Mike Bailey, President and CEO, Jostens. "Together with MTM, we look forward to helping the NCAA recognize important achievements in unique and creative ways."

MTM has produced specialized award and recognition products for the NCAA over the years including NCAA Final Four® award gifts as well as NIT recognition items. "We are honored to be selected by the NCAA as its Official Awards Program Supplier," said Roger Mashore, MTM President.

Jostens is a provider of products, programs and services that help people celebrate important moments, recognize achievements and build affiliation. The company's products include school yearbooks, scholastic products such as class rings and graduation products, and products for athletic champions and their fans.

MTM Recognition is the largest and most vertically integrated designer and manufacturer of custom crafted awards in North America, specializing in one-of-a-kind award collections that commemorate, celebrate, reward performance and honor service. MTM employs approximately 800 people at 7 locations, and has about 70 recognition consultants in the US and Canada.

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org for more details about the Association and its supplier contracts.

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MTM Recognition is headquartered in Oklahoma City, Oklahoma, creating and implementing recognition programs that celebrate achievement, reward performance, honor service, brand and reinforce company image. MTM offers comprehensive, meaningful, memorable recognition solutions.

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