

PRIMESPORT

PRIMESPORT, ESPN Events Renew Partnership To Provide Official Ticket Exchange, VIP Hospitality and Fan Travel For College Football

ATLANTA (Nov. 29, 2017) – PRIMESPORT, an industry leader in providing VIP access to the biggest sporting events in the world, has announced a renewed and expanded partnership with [ESPN Events](#) to remain the Official VIP Hospitality and Travel Provider for all of their college football games. PRIMESPORT will also offer fans the chance to buy and sell tickets through an Official Ticket Exchange service for many of the ESPN Events College Football Games.

PRIMESPORT will provide premium VIP ticket packages and fan travel experiences for the Birmingham Bowl, Bad Boy Mowers Gasparilla Bowl, Cheribundi Tart Cherry Boca Raton Bowl, Celebration Bowl, Famous Idaho Potato Bowl, Gildan New Mexico Bowl, Hawaii Bowl, Lockheed Martin Armed Services Bowl, Raycom Media Camellia Bowl, Las Vegas Bowl, Zaxby's Heart of Dallas Bowl, Academy Sports + Outdoors Texas Bowl, DXL Frisco Bowl and the 2018 Orlando Kickoff and Texas Kickoff game.

ESPN Events is a branch of ESPN charged with creating and organizing sporting events to be broadcast across ESPN networks. Over the years, ESPN Events has created and organized many high-quality bowl games and has become an industry leader in providing fans with great events and elite matchups in many of college football's marquee bowl games.

As part of the renewed partnership, PRIMESPORT will continue to offer premium ticket packages for all of ESPN Events' college football games that include college football tickets, plus VIP Experiences like pregame field passes or exclusive pregame party access. Choice Fan Travel Packages will also be available to include hotel accommodations, game tickets, official souvenirs and more. PRIMESPORT will further offer college football fans an officially designated and approved Ticket Exchange marketplace to buy and sell tickets in a convenient, secure and protected environment.

"We are thrilled to renew and extend our partnership with ESPN Events," said Michael Huber, Senior Vice President for Business Development at PRIMESPORT. "Just as ESPN is one of the most recognizable name in sports, PRIMESPORT's experiences are some of the most elite in the fan experience industry. Our top priority is to give fans the best experience possible when they enjoy premier events and this partnership ensures that quality."

For more information on official tickets, travel packages or fan-to-fan ticket exchange to any one of the nearly 20 events, visit PRIMESPORT.com.

About PRIMESPORT: PRIMESPORT is an industry leader in providing direct access to the biggest sporting events in the world, offering tickets, travel, hospitality and VIP experiences on behalf of more than 25 bowl games and nearly two dozen universities. PRIMESPORT additionally partners with over 150 teams, leagues and events, including select NCAA Championships, NHL fixtures, 20 NFL teams, and many more. For more information, visit www.PRIMESPORT.com or call (800)591-9198.

About ESPN Events

ESPN Events, a division of ESPN, owns and operates a large portfolio of 31 collegiate sporting events worldwide. The roster includes three Labor Day weekend college football games; FCS opening-weekend game; 14 college bowl games, 11 college basketball events and two college award shows, which accounts for approximately 300-plus hours of programming, reaches almost 64 million viewers and attracts over 700,000 attendees each year. With satellite offices in Albuquerque, Birmingham, Boca Raton, Boise, Dallas-Fort Worth, Honolulu, Las Vegas, Montgomery and St. Petersburg, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans. For more information, visit the official website, Facebook, Twitter or YouTube pages. ESPN Media Contact: Anna Negron at 860-766-2233 or anna.m.negron@espn.com.