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*****Press Release*****

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Central Michigan University and Vivature Sports Announce New Multi-Year Agreement Focused on Secure, Accurate Record Keeping and Student-Athlete Care and Welfare

Dallas, TX – A state-of-the-art technology platform, including hardware and software provided at no cost that ensures the privacy and accuracy of student-athlete medical records is at the center of a five-year agreement between Central Michigan University Athletics, and Vivature Sports of Dallas, TX. Vivature will also pay Central Michigan Athletics a guaranteed \$1 million over the course of the agreement to further enhance and invest in student-athlete care and welfare. CMU will receive back-end administrative support, verification of insurance for each student-athlete every month, and significant risk mitigation and liability benefits. For more information about Vivature, visit <http://www.vivature.com>.

Central Michigan supports 475 student-athletes in its 18-sport program and is a member of the Division I Mid-American Conference.

Vivature Sports is working with nearly 200 colleges and universities around the country at every level, operating their revenue generation program and ensuring compliance with all state and federal healthcare laws and regulations. Overall, Vivature Sports has partnered with 400 schools' athletic departments in the collegiate space offering a variety of services.

“Our goal is to grow our business with great universities like Central Michigan who are willing to take action on their commitment to the well-being of their student-athletes – and who take seriously the privacy and security of their student-athletes' health information”, said Vivature CEO Muzzy Bass. “We're honored to work with such great leadership and to use our established team to provide significant benefits and resources to keep CMU on the leading edge of care at this important time in collegiate athletics.”

Vivature recently announced revenue generation partnerships with Penn State, VCU, George Mason, Jacksonville State, Lindenwood, Pacific University and the University of San Francisco among others.

About Vivature

Vivature, based in Dallas, TX has nearly 400 collegiate partners using a variety of services and has recently been named one of the of the top 25 emerging sports technology firms in sports today. Using a multi-million dollar enterprise-level software and data base, Vivature clients use their NExTT software to record all medical treatments being conducted on student-athletes, creating a complete database for the university to protect from liability and in adherence with all laws and regulations. The software automatically generates claims in the same form as the physicians or outside providers that work on student-athletes, and delivers a share of the collected revenues back to the athletic department for reinvestment, without any change in process or cost for the university.

For media inquiries or more information please contact: Joe Giansante, Chief Marketing Officer, Vivature Sports at jdgiansante@vivature.com, or Lance Wilson, Executive Vice President at lwwilson@vivature.com, or call 1-972-367-4820.