



\*\*\*\*\*Press Release\*\*\*\*\*

September 5, 2016

**George Washington University Athletics and Vivature Sports Sign Five Year Agreement for Reinvestment in Student-Athlete Care**

Dallas, TX – The George Washington University of the Atlantic 10 Conference is the latest Athletic Department to partner with Vivature Sports of Dallas, Texas to apply the fast-growing company’s athletics’ training software and billing solution to their athletic training operation. The agreement will provide GW a projected \$1 million over the course of a five-year agreement. For more information about the Vivature program visit <http://www.vivature.com>.

“George Washington University Athletics is excited to partner with Vivature. It is a priority for GW to continue to find ways to deliver the best care and attention to our student-athletes”, said Senior Associate Athletic Director Garrett Klassy. “By generating revenue from athletic training services that we provide, we will be able to reinvest back into our student-athletes.”

GW is recognized as one of the most successful universities in the country at combining athletic participation and success with an elite academic program – with athletics being an integral part of the academic mission. The Colonials have a vast athletic program with sports ranging from Water Polo to Sailing to Gymnastics, and support 27 intercollegiate sports at their historic campus just blocks away from the Lincoln Memorial in the Capitol City.

“We are honored to partner with one of the truly elite institutions in America, and to provide a solution that aligns with GW’s emphasis on involvement in athletics as a critical part of the overall education of tomorrow’s leaders”, said Vivature Executive Vice President and Chief Operating Officer Lance Wilson. “The Colonials will now have the finest technology available to lock down their athletic training room compliance, mitigate their liability with impeccable record keeping and important new dollars to reinvest in the overall elite experience GW students already receive.”

Vivature has now partnered with nearly 200 schools across the country on their Healthcare Management Program, including three in the A-10 Conference (GW joining VCU and George Mason) which provides a new revenue stream, risk mitigation and athletic training room compliance services to collegiate athletic departments of all levels and sizes.

## **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 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 under the supervision of the team physician, creating a complete database for the university to protect from liability and comply with all laws and regulations. The software automatically generates claims in the same form as the physicians or outside providers who provide care to student-athletes do today, 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. Vivature Sports has approximately 200 employees and is a division of Orchestrate HR, which manages human resources for 4000 corporate clients' and billions of dollars in payroll each year.*

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