



STRATEGIC|MARKETING|AFFILIATES

FOR IMMEDIATE RELEASE

October 4, 2012

STRATEGIC MARKETING AFFILIATES WELCOMES THREE NEW INSTITUTIONS IN SEPTEMBER

INDIANAPOLIS – Strategic Marketing Affiliates (“SMA”) is pleased to announce the addition of three client institutions in September. SMA will manage the trademark licensing program for these institutions, and provide them with access to SMA’s brand development, protection and revenue generation services.

SMA welcomes the following institutions to its partner roster as of the date listed next to the institution:

- Dalton State College (Dalton, Georgia) – September 4, 2012
- Fordham University (Bronx, New York) – September 17, 2012
- Marietta College (Marietta, Ohio) – September 6, 2012

About SMA: Strategic Marketing Affiliates is an Indianapolis-based, full service licensing organization which represents more than 270 colleges and universities located throughout North America. The 15-year-old agency is the fastest growing collegiate licensing agency in the U.S., with offices in Indiana, Colorado, New York and Ohio. For more information regarding SMA, please visit www.smaworks.com.

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