



RSG Media Signs National Hockey League For RightsLogic Consumer Products Licensing System

NEW YORK, NY (June 9, 2015) – RSG Media has signed a deal with the National Hockey League (NHL®) to implement RightsLogic, a rights management system which the NHL will use to manage the contractual rights and financials for its consumer products licensing business.

“We were looking for a licensing system which would not only manage the contractual and financial processes, but would also provide flexible analytical and reporting tools,” said Craig Harnett, NHL Chief Financial Officer. “After evaluating several options we chose RSG Media’s RightsLogic because it has the capabilities we need and a knowledgeable team supporting it.”

RSG Media’s CEO Mukesh Sehgal had only praise for the NHL. “Even though we have been working with the media and entertainment industry for 30 years, we are constantly learning from our customers,” said Sehgal. “The NHL brought some great forward thinking ideas to the table which we were eager to incorporate into our product.”

About RSG Media Systems, LLC.

Founded in 1985, RSG Media Systems works with the world’s largest media companies to provide strategic insights, analytics, managed services, and proprietary software solutions that significantly improve revenues and operations.

RSG Media’s products and services span three critical areas:

- **Business Rights Management for Content & Consumer Products Licensing**
 - RSG Media’s RightsLogic® system is the foremost system for managing and reporting on content rights, royalties, obligations, finances, and opportunities.
- **Ad Sales Planning and Deal Management** for linear, on demand, and digital properties
- **Yield Optimization and Big Data Analytics:** RSG uses advanced mathematics and data analytics to extract tens of millions of extra value out of advertising and content inventory. Cross Platform Reporting unifies usage, revenue, and royalties processing across all platforms: linear, digital, on-demand, and mobile.
- **Managed Services:** RSG provides economies of skill and scale in content management, yield optimization, big data, and ad sales planning.

About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 30 Member Clubs, each reflecting the League’s international makeup with players from more than 20 countries represented on team rosters, vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year the NHL entertains more than 250 million fans in-arena and through its partners on national television and radio; more than 10 million fans on its social platforms; and more than 300 million fans online at NHL.com. In Canada, the 2014-15 season marks the beginning of a landmark 12-year broadcast and multimedia agreement with Rogers Communications, which includes national rights to NHL games on all platforms in all languages. In the U.S., the NHL is in the fourth season of its 10-year agreement with NBC and NBCSN, the 10th consecutive season both networks have served as national television partners. The NHL is committed to giving back to the community with programs including: Hockey is for Everyone™, which supports nonprofit youth hockey organizations across North America; Hockey Fights Cancer™, raising money and awareness for hockey’s most important fight; NHL Green™, which is committed to pursuing sustainable business practices; and a partnership with the You Can Play Project, which is committed to supporting the LGBT community and fighting homophobia in sports..

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