

THE GAZELLE GROUP THRILLED TO ANNOUNCE ADDITION OF TONEARI LANE TO ITS NIL REPRESENTATION ROSTER

FOR IMMEDIATE RELEASE

Princeton, NJ – September 26, 2024

The Gazelle Group is excited to announce the addition of Toneari Lane, an explosive and high-scoring guard, to its Name, Image, and Likeness (NIL) representation roster.

Lane emerged as one of the most reliable offensive threats of the 2024–25 season, averaging 13.9 points per game while connecting on 34.7 percent from three-point range. A proven performer under pressure, he showcased his ability to shine against top competition with standout efforts, including 18 points against Auburn, 17 points versus Penn State, and 15 points against Mississippi State. His scoring versatility, combined with his ability to stretch the floor and bring energy on both ends, has made him a consistent difference-maker at the collegiate level.



As a client of The Gazelle Group, Lane will benefit from full-scale NIL representation, including brand development, partnership negotiation, endorsement management, and long-term marketing positioning. With his proven scoring ability, competitive edge, and growing visibility, Lane is well-positioned to expand his impact both on the court and in the NIL space, becoming a player to watch in the seasons ahead.

About The Gazelle Group

The Gazelle Group is a sports marketing and event management firm based in Princeton, NJ. In addition to producing nationally recognized college basketball events, The Gazelle Group provides full-service NIL representation for student-athletes, helping them grow their brands and capitalize on opportunities in the ever-evolving collegiate sports environment.