

July 22, 2014

Contact: Ray Cella ([rcella@gazellegroup.com](mailto:rcella@gazellegroup.com)), 609-921-1300

## **PrimeSport Partners with Gazelle Group as Official Ticket Exchange, VIP Hospitality, and Travel Provider for 2014 Events Includes 2K Classic, Legends Classic, and Gotham Classic**

**PRINCETON, N.J.** – – [PrimeSport](#), the leader in providing direct access to the biggest sporting events on the planet, announced a new partnership with [Gazelle Group](#) as the Official Ticket Exchange, VIP Hospitality and Travel Package Provider for the 2014 2K Classic benefiting Wounded Warrior Project, Gotham Classic and Legends Classic.

The 2014 2K Classic benefiting Wounded Warrior Project tips off the series of events at Madison Square Garden on November 20th & 21st, featuring top 25 teams in Syracuse, Texas, Cal and Iowa. The Legends Classic will feature Villanova, Michigan, VCU and Oregon at Barclays Center on November 24th & 25th. Finally, the [Gotham Classic](#) will feature top tier teams in a doubleheader at Madison Square Garden on December 20th.

"PrimeSport is a leader in building and managing ticketing, VIP hospitality experiences and travel packages for high-profile sporting events," said Rick Giles, Gazelle Group President. "Our goal is to provide our fans with the best experience possible, and the unmatched event services that PrimeSport provides gives our fans a safe, secure, and officially sanctioned place to buy official tickets for our events."

As part of the partnership, PrimeSport is offering official Legends Classic, Gotham Classic and [2K Classic tickets](#) and VIP ticket packages that include game tickets plus access to VIP hospitality. Official 2K Classic, Gotham Classic and [Legends Classic Travel Packages](#) are also available for the dedicated fan looking for a bigger experience this year. Travel packages include hotel accommodations, game tickets, official souvenirs, and much more!

PrimeSport also manages the Official Ticket Exchange for each event and is the only approved marketplace for fans to buy and sell tickets in a convenient, safe and guaranteed environment. Ticket holders who are unable to attend the events have a place to safely sell their tickets. Buyers can be assured that the tickets are authentic and guaranteed, even if the games are sold out.

"We are excited to be able to give college basketball fans so many options to customize their experience with official tickets, VIP experiences and travel packages for these great events," said Greg Nortman, Chief Operating Officer of PrimeSport. "We are looking forward to our new partnership and offering the PrimeSport VIP Experience to college basketball fans planning on making the trip to New York City."

For more information on the Official Tickets, VIP Hospitality and Travel packages for the 2K Classic, Gotham Classic and Legends Classic, visit [PrimeSport.com](http://PrimeSport.com).

### **About PrimeSport**

PrimeSport is the leader in providing direct access to the biggest sporting events on the planet, offering tickets, travel, hospitality, and VIP experiences for corporations, professional sports teams and fans. PrimeSport's extensive experience in sports travel, hospitality and ticketing has allowed the company to form long term, official partnerships with some of the largest sporting events and organizations in the country. As a result, PrimeSport can provide more exclusive access to more events than any other company in the industry. Official partnerships include select NCAA Championships, including the Men's Basketball Tournament and Final Four, Men's College World Series, Division I Wrestling Championships, Women's College World Series, Women's Final Four, Women's Volleyball Championship and Men's Frozen Four, seventeen NFL teams, College Football Playoff National Championship, Rose Bowl, Sugar Bowl, Alamo Bowl, Orange Bowl, Capital One Bowl, Russell Athletic Bowl, Holiday Bowl, San Diego County Credit Union Poinsettia Bowl, Chick-fil-A Bowl, Chick-fil-A Kickoff Game, AdvoCare Texas Kickoff, ACC Football Championship, State Farm Champions Classic, Jimmy V Classic, ACC Men's Basketball Tournament, Wrangler National Finals Rodeo, Feld Motor Sports, more than forty major NCAA Division I universities, nineteen NASCAR speedways and more. PrimeSport is headquartered in Atlanta, Ga. For more information, visit [www.primesport.com](http://www.primesport.com) or call 800-591-9198.

**About Gazelle Group**

The Gazelle Group is a sports marketing firm, specializing in event production and management, client representation, and sponsorship consulting. Gazelle produces numerous nationally-recognized events, such as the 2K Classic, Legends Classic, the Gotham Classic, the College Basketball Invitational, and the All-American Championship. For more information on the Gazelle Group, please visit [gazellegroup.com](http://gazellegroup.com).

*NCAA , Final Four, Frozen Four, Men's College World Series, NCAA Championships, NCAA Ticket Exchange, The NCAA Experience, Women's College World Series and Women's Final Four are trademarks licensed or owned by the National Collegiate Athletic Association. All other marks are property of their respective holders.*