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Buick to be Title Sponsor of the College Basketball Invitational CBI begins Tuesday

PRINCETON, N.J. - Buick will serve as the title sponsor of the 2013 College Basketball Invitational.

"We are excited that such an iconic brand has agreed to be the title sponsor of the CBI," said Rick Giles, Gazelle Group president. "The CBI presented by Buick has become part of the fabric of college basketball in its short history and our association with the luxury automaker will further enhance the event."

The field for the sixth annual CBI presented by Buick, consisting of 16 teams vying for a championship, will be announced Sunday evening. First round games will commence on Tuesday, March 19 and Wednesday, March 20. The Quarterfinal Round will take place on Monday, March 25 with Semifinal Round games being played on Wednesday, March 27.

A unique feature of the CBI is its best-of-three Championship Series, which begins on Monday, April 1 and continues on Wednesday, April 3. Should a third game be necessary, it will be played on Friday, April 5.

Every game of the CBI will be played on campus, providing fans the opportunity to follow and support their team.

AXS TV, formerly HDNet, will serve as the primary television outlet for the CBI presented by Buick. Owned and founded by Dallas Mavericks' owner Mark Cuban, AXS TV reaches in excess of 38 million homes.

About Buick

Buick is a modern luxury brand offering vehicles with sculpted designs, luxurious interiors with thoughtful personal technologies, along with responsive-yet-efficient performance. Buick is attracting new customers with its portfolio of award-winning luxury models, including the Enclave crossover, LaCrosse sedan, Regal sport sedan, Buick Verano sedan and the all-new 2013 Encore crossover. Learn more about Buick cars and crossovers at www.buick.com, on Twitter @buick or at www.facebook.com/buick.

About AXS TV

Launched in July 2012 under the vision and stewardship of entrepreneur Mark Cuban, AXS TV is the premier destination for live events, breaking news, and as-they-are-happening trends in the worlds of pop culture, music, fashion, and entertainment.

The largest independently owned and operated network, AXS TV was developed by entrepreneur Mark Cuban and General Manager Philip Garvin. The network partners include Mark Cuban, AEG, Ryan Seacrest Media and Creative Artists Agency (CAA). AXS TV is available in the U.S. via AT&T U-verse, Charter, Comcast/Xfinity, DIRECTV, DISH Network, Insight, Suddenlink, Verizon FiOS, and other TV providers.

AXS TV can be found online at www.axs.tv, on Facebook at www.facebook.com/axstv and on Twitter at www.twitter.com/axstv.

About Gazelle Group

The CBI presented by Buick is produced by the Gazelle Group of Princeton, N.J. 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 Sports Classic benefiting Wounded Warrior Project, Legends Classic, Gotham Classic, and All-American Championship. For more information on the Gazelle Group, please visit gazellegroup.com.

