



SPORTS *image*.

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SPORTS IMAGE ® AWARDS ITS 8th FRANCHISE IN INDIANA

Dayton, OH – Sept 2010 – Sports Image®, a leader in the high school sports marketing industry, announced that it has awarded its eighth franchise to Mr. & Mrs. Rod Koch of Fishers, IN with many more potential inquires coming from around the United States. The Kochs join seven other existing franchises awarded by Sports Image® in just its fourteenth month of franchising.

“We are very excited to have Rod & Andrea join our team,” said Mr. Eric Horstman, President of Sports Image®. “Their enthusiasm and work ethic are contagious and the schools & organizations in Indiana will benefit from it. They will make a fine addition to our franchise network.”

“We were both heavily involved in sports and extracurricular activities when we were in school. Now, in these financially challenging times, we are excited to have the opportunity to provide students the chance to compete and create some of the same lasting memories we were afforded in our youth,” stated the Kochs.

“We’ve been in business for 10 years helping schools and organizations but just recently turned our model into a registered franchise opportunity in the summer of 2009.” said Mr. Horstman. “We are on pace to have 15 franchises operating across the country by the end of 2010.”

Since 2002, Sports Image® has been helping high schools and other grassroots organizations to obtain state-of-the-art equipment and much needed revenue for their athletic programs as budgets are drying up nationwide. Through its’ unique sports marketing concepts and existing relationships, Sports Image® has given over \$600,000 in cash and over \$7,500,000 in equipment to schools and organizations in the United States and in Canada.

Sports Image® (www.sportsimageinc.com) was founded in 2002 in Dayton, OH with the purpose of helping high schools and other grassroots organizations to obtain state-of-the-art equipment and much needed revenue for their athletic programs. In addition, Sports Image® also founded and manages Flyin’ to the Hoop (www.flyintothehoop.com), a Top-Ranked National High School Basketball Event that pumps over \$1.5M into the local Dayton, OH community annually. For more information, contact us at 937-704-9670 / eric@sportsimageinc.com or follow us on [Face book](#), [Linked-In](#) and [Twitter](#).