



FOR IMMEDIATE RELEASE

Pse Event Housing ANNOUNCES ACQUISITION OF T3 TRAVEL

Kalamazoo, MI (February 1, 2016) – Pse Event Housing announces the acquisition of T3 Travel, a provider of customized housing solutions for sporting events in the United States. The acquisition expands Pse’s fully-managed event housing service offering, and enhances its industry-leading technological capabilities. The acquisition became official Jan 1, 2016.

By acquiring T3, Pse Event Housing now has an expanded annual portfolio of over 350 large and medium sized events, including well-known sporting events such as the AAU Junior Olympic Games and Pro Football Hall of Fame Enshrinement Festival. This alignment of two industry leaders also provides opportunity to leverage operating efficiencies and expand service reach across the U.S.

“T3 has one of the most talented event housing management teams in our industry,” said Jeff Lukasak, President of Pse. “Josh and his entire team bring years of housing experience, allowing us to further innovate our technology and service platform – and continually change the way event housing is done. Most importantly, we are well-aligned both culturally and in our uncompromised commitment to customer service.”

T3 founder Josh Akright, commented, “Everyone at T3 is excited to join the Pse family, we can already feel the cultural synergy. This move provides an opportunity to accelerate our strategic growth path, and expands our overall offering to current customers. The collective commitment to providing world-class service will undoubtedly enhance the client experience we deliver.”

T3 Travel will continue to operate under the current T3 brand until 2017. Josh and his entire team will remain in place.

About Pse Event Housing

Since 2002, Pse Event Housing has specialized in providing event housing services for Sports Tournaments, Events, Convention & Visitors Bureaus, and Sports Commissions. The company offers a fully managed event housing service tailored for medium to large-scale events across North America. Pse’s proprietary technology platform provides attendees with a smooth reservation experience, and event organizers with real-time reporting visibility. Innovative technology and dedicated customer service differentiate Pse from other housing companies. Pse provides housing services for over 350 events annually, and has managed events including the Ryder Cup, AAU Jr Olympics and the Professional Football Hall of Fame Enshrinement Festival. Pse is a division of LEGACY Global Sports - learn more at psehousing.com.

About T3

T3 Travel is a national housing management company with a passion for sports. We make event travel easy for teams, competitors, families and fans. T3. Stay Better, Play Better. Our mission is to provide a premium housing service that allows our CVB & Sports Commission partners, hotel partners, event managers and event attendees to do more than they thought possible. We use cutting-edge technology that allows us to streamline complicated processes for our partners.