PHILADELPHIA – May 17, 2011 – USA Sevens today released its line-up of national sponsors for the second-ever Collegiate Rugby Championship, which include fully integrated sponsorships from Bridgestone, Go Daddy, SUBWAY® Restaurants, Toyota and Motel 6. The tournament, which will be broadcast live nationally on NBC and Versus, is scheduled to take place at PPL Park in Chester, PA on Saturday, June 4 and Sunday, June 5.

As sponsors of the USA Seven's Rugby Collegiate Championship Invitational, Bridgestone, Go Daddy, SUBWAY® and Toyota will retain exclusive category rights and receive signage throughout the stadium, including on-field, on tickets and credentials and in commercial spots during the live broadcast on NBC and Versus, as well as pre-promotional TV spots leading up to the event and digital presence online at NBCSports.com and USASevenscrc.com.

The tournament will once again serve as a platform for SUBWAY® to showcase its new line of breakfast sandwiches, both on-air and onsite. Go Daddy, **the world's largest** domain **name registrar and**
Web hosting provider has as also provided a key assist by offering a $25,000.00 scholarship to the winners of the event and Toyota will once again have its logo featured on all of the referee jerseys.

"The support of blue-chip national sponsors like Bridgestone, Go Daddy, SUBWAY® Restaurants, Toyota and Motel 6 is another page in this growing success story we are experiencing as a property and sport in the US," said Jonathan First, President, USA Sevens Rugby.

Rugby Sevens features seven players per team playing on the same size pitch as a 15's match and offers non-stop action where speed, high scoring and athleticism dominate the competition. The format allows for constant entertainment with each match split into two seven-minute halves and a new match starting about every 20 minutes. Rugby Sevens will be an Olympic sport starting in 2016.

In total, seven teams will be making their debut at the Collegiate Rugby Championship while nine will be making a return trip, including 2010 tournament champion University of Utah and 2010 runner-up University of California. Also confirmed to compete are teams from University of Texas, Penn State, Ohio State, North Carolina, Louisiana State University, Notre Dame,

Arizona, Boston College, Army, Navy, Oklahoma, Dartmouth, Temple and Central Washington.

Tickets can be purchased at www.usasevenscrc.com .

Broadcast Schedule:

- NBC Sports live coverage from 4:00-6:00 p.m. ET on June 4 and 5
- Versus live coverage from 2:00-4:00 p.m. ET on June 4 and 5
- Versus live coverage from 6:00-8:00 p.m. ET on June 4
- NBC Mobile live simulcast from 4:00-6:00 p.m. ET on June 4 and 5
- Hulu.com full event coverage available on-demand in HD quality video