



**NATIONAL FEDERATION
OF STATE HIGH SCHOOL
ASSOCIATIONS**

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Holding Company, LLC.

February 2, 2024

Julian Tackett
Kentucky High School Athletic Association
2280 Executive Drive
Lexington, KY 40505-4808

Dear Julian,

As referenced in my email to you on January 17, 2024, I am pleased to share that NFHS Network Holdings, LLC (“we” or “HoldCo”) has successfully extended its Master Rights Agreement with NFHS Network, LLC to July 31, 2033. In addition, HoldCo has approved extending the states’ Media Rights Agreements (“MRA”) to July 31, 2033, and officially transferred its \$9.163M outstanding loan debt (and \$50,000 in related fees) to PlayOn! Sports and its affiliates.

This extension serves as an opportunity to further strengthen the business partnership between you and HoldCo, as well as other State Associations, around the NFHS Network. To that end, this letter serves as formal notice that HoldCo is exercising its option to extend the term of your MRA for five (5) additional years in accordance with Section 2 of the MRA, and the Renewal Criteria (as defined in the MRA) is hereby deemed satisfied. As a result, the term of your MRA will expire on July 31, 2033. Please acknowledge and confirm the foregoing by signing below at your earliest convenience.

Thank you for your help in confirming these important matters. Please let me know if you have any questions or wish to discuss any of these items further. We value your continued partnership and participation, and we look forward to it continuing for years to come and to the continued success of the NFHS Network.

Best Regards,

On behalf of NFHS Network Holdings, LLC

Davis A. Whitfield
Holdings, LLC, President

Acknowledged and agreed:

Kentucky High School Athletic Association

By:
Name: Julian Tackett
Title: Commissioner
Date: 4/25/24