



## **ANC WELCOMES BACK FOUNDERS AS LEARFIELD SELLS THE DIGITAL SIGNAGE COMPANY TO JERRY CIFARELLI, JR.'S COMPANY, C10 MEDIA.**

*C10 Media Acquires Digital Signage Company ANC from LEARFIELD*

**RYE, NY** – January 17, 2023 C10 Media has acquired ANC, a digital signage and video experience company, from LEARFIELD, both companies announced today. The terms of the deal were not disclosed. C10 founder and CEO Jerry Cifarelli, Jr. will assume leadership of the company, which will continue to operate under the ANC name and remain in its current New York and Texas offices. The acquisition marks the return of Cifarelli, Jr. to the company co-founded by his father, Jerry Cifarelli, in 1997. Cifarelli sold ANC to LEARFIELD in 2015.

**“For me, ANC is a return to my roots and builds on a lifelong passion in an industry that I have loved since childhood,”** said Cifarelli, Jr. **“This acquisition brings together the expertise and resources from both ANC and C10 to deliver unique solutions and create new opportunities for our partners.”**

ANC creates immersive experiences in stadiums, entertainment facilities, transportation hubs and retail venues through the design, creation and operation of dynamic video display systems. Past clients have included professional and college sports teams, large-scale performance venues, and global business centers.

**“ANC and its team of experts has become a leader in helping to transform sports, entertainment, and commercial spaces through digital display technology, and we are excited that C10 is committed to providing a renewed focus to grow its business,”** said Cole Gahagan, CEO of LEARFIELD. **“We are grateful to the ANC team for the contributions they made to LEARFIELD over the years.”**

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### **About C10 Media**

C10 Media is a dynamic, independent sports entertainment agency which works with premier partners worldwide to provide cutting edge multimedia solutions, service and execution. C10 is a high touch, high tech organization that believes in the power of relationships. The results for client partners are amazing, unforgettable fan experiences, incremental revenue, and impactful long-term engagement with consumers.

### **About Learfield**

LEARFIELD is a leading media, data and technology services company in intercollegiate athletics. The company unlocks the value of college sports for brands and fans through an omnichannel platform with innovative content and commerce solutions. LEARFIELD services includes licensing and multimedia sponsorship management; publishing, audio, digital and social media; data analytics; ticketing, and ticket sales and professional concessions expertise; branding; campus-wide business and sponsorship development. Since 2008, it has served as title sponsor for the acclaimed LEARFIELD Directors' Cup, supporting athletic departments across all divisions.