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COURT RULES IN FAVOR OF SIGMA CHI FRATERNITY IN TRADEMARK INFRINGEMENT CASE

Evanston, IL – April 12, 2000 – The Sigma Chi Fraternity, a non-profit organization committed to the ideals of friendship, justice and learning, today announced a favorable ruling by the U.S. District Court, Southern District of Florida, in a trademark infringement lawsuit against the Taylor Corporation, *d.b.a. Greek Lifestyles*, on counts of “trademark infringement” and “unfair competition.” Based on this decision, Taylor Corp. is ordered to cease the sale and manufacture of any products containing the registered trademarks of the Sigma Chi Fraternity.

“The court upheld our long-standing claim that the unauthorized use of Sigma Chi’s trademarks is a violation of the Fraternity’s trademark rights,” said Jack Wheat, Esq., of the Louisville office of Stites & Harbison, a southeastern regional law firm, the Group Leader of the firm’s Intellectual Property Service Group and lead counsel for Sigma Chi. “We are confident that this decision will serve as strong precedent in favor of fraternity and sorority licensing programs.”

Sigma Chi filed suit upon discovery that Taylor was marketing and selling, without authorization, merchandise bearing Sigma Chi’s registered marks. Sigma Chi continues to aggressively enforce its trademark rights to ensure that only the highest quality products and services contain its marks. Through a comprehensive program, Sigma Chi licenses vendors who provide quality products, reasonable prices and exceptional service to the fraternity’s more than 190,000 members, their families and friends.

“This ruling sends a very powerful message that fraternities and sororities have the legal right to enforce and protect their registered marks, and serves as a solid affirmation of our licensing efforts to date,” said Dan Shaver, director of marketing for Sigma Chi. “We will continue to educate companies about the benefits of licensing and look forward to recruiting even more qualified vendors to participate in our licensing program.”

About Sigma Chi Fraternity

The Sigma Chi Fraternity has 224 collegiate chapters and more than 190,000 living members. The fundamental purpose of the Sigma Chi Fraternity is to cultivate an appreciation of and commitment to the ideals of friendship, justice and learning. These ideals and objectives have been at the heart of Sigma Chi since its founding by seven men at Miami University in Oxford, Ohio, on June 28, 1855. Its guiding principles, unchanged for almost 150 years, continue to define the essence of Sigma Chi. This international non-profit organization is headquartered in Evanston, Illinois; more information can be found online at <http://www.sigmachi.org> or by contacting the fraternity headquarters at 847-869-3655.

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