



## Arrangements Completed to Officially Start NFHS Network

**FOR IMMEDIATE RELEASE**

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INDIANAPOLIS, IN (August 11, 2013) — In an organizational meeting yesterday, representatives of the National Federation of State High School Associations (NFHS) and PlayOn! Sports (PlayOn) completed all legal and financial arrangements to officially start the NFHS Network.

The NFHS Network is a joint venture between the NFHS and PlayOn to expand coverage of high school sports and performing arts through the Internet at [www.NFHSnetwork.com](http://www.NFHSnetwork.com).

During the organizational meeting, a five-person Board of Directors was selected to govern the NFHS Network. **Jack Roberts**, executive director of the Michigan High School Athletic Association (MHSAA), was selected chair of the NFHS Network Board of Directors. The MHSAA is one of 28 NFHS-member state associations that has joined the NFHS Network.

**Bob Gardner**, NFHS executive director, and **David Rudolph**, chief executive officer of PlayOn, were selected vice-presidents of the NFHS Network Board. The other two members selected for the NFHS Network Board were **Mark Beckman**, executive director of the Montana High School Association (MHSA), and **Mark Buffington** of Buckhead Investment Partners in Atlanta, Georgia. The MHSA is another member of the NFHS Network. In addition, **Robert Rothberg** was named chief executive officer of the NFHS Network.

Helping to complete the deal between the NFHS and PlayOn were the law firms of Polsinelli PC of Kansas City, Missouri (NFHS), and Nelson, Mullins, Riley & Scarborough LLP of

Atlanta, Georgia (PlayOn). Polsinelli is one of the 100 largest law firms in the United States and represents a number of collegiate and other amateur sports organizations. Nelson Mullins was established in 1897 and was led by attorney Donna Lewis, who has represented PlayOn since its inception.

The NFHS Network Board of Directors, which will meet quarterly, will be responsible for establishing the budget, selecting events for the NFHS Network, monitoring the performance of PlayOn and distributing payments to Network members, among many tasks.

In addition to Michigan and Montana, NFHS member associations in the following states will be a part of the NFHS Network as the 2013-14 season begins: Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Maine, Massachusetts, Mississippi, Nebraska, Nevada, New Hampshire, New Mexico, North Dakota, Oregon, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

In addition, member associations in a number of other states are close to completing agreements and are expected to join the NFHS Network soon.

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#### **About the National Federation of State High School Associations (NFHS)**

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 16 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 11 million participants in high school activity programs, including more than 7.6 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS Web site at [www.nfhs.org](http://www.nfhs.org).

#### **About PlayOn! Sports**

PlayOn! Sports (PlayOn) is the largest rights holder, producer and aggregator of high school sports events distributed across television, the Internet and IP-video enabled mobile devices. PlayOn, in a joint venture with the NFHS, produces and manages the NFHS Network, an all-digital network devoted to coverage of boys and girls high school sports and activities available at [www.NFHSNetwork.com](http://www.NFHSNetwork.com). PlayOn also manages the NFHS Network School Broadcast Program that enables schools to self-produce and stream on the NFHS Network site regular season

sporting events and school activities providing a hands-on broadcast experience for students. Follow us on Facebook, Twitter and Instagram at @NFHSNetwork

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