

NATIONAL FEDERATION OF STATE
HIGH SCHOOL ASSOCIATIONS



NEWS RELEASE

Oxbow Social Media Monitoring Announced as NFHS Corporate Partner

FOR IMMEDIATE RELEASE

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INDIANAPOLIS, IN (September 18, 2015) — Oxbow Social Media Monitoring, which has created an app to help parents monitor use of social media by their children, is a new Corporate Partner of the National Federation of State High School Associations (NFHS).

As part of a three-year agreement, Oxbow Social Media Monitoring will be the exclusive licensee for girls gymnastics, which will include coverage in the sport's rules book, scorebook and rules PowerPoint, as well as sponsorship of the rules poster.

"We believe this is a great tool to help parents monitor the use of social media by their kids and are pleased to partner with Oxbow through this agreement," said Bob Gardner, NFHS executive director. "This partnership is a great fit as there are almost 12 million young people involved in high school athletics and performing arts programs who need to safely navigate the social media world. We look forward to working with Oxbow for the next three years."

Available through the App Store, the Oxbow app allows parents to approve or deny their children's posts prior to going live, monitor their children's accounts from their own mobile device, see what their children see with access to their live home feeds, block followers to control threatening or inappropriate content and flag content for discussion with their children at a later time.

With the Oxbow app, parents not only can have some degree of protection through the monitoring of their children's accounts, but can identify some teachable moments and help their children develop the skills necessary to live safely in the social media world.

"Teenagers today face different challenges than their parents did as teens," said Chip Krueger, Oxbow president. "It's a very scary online world – cyber-bullying, oversharing, selfies. Parents finally have a tool to help them protect, control and teach safe social media use. The NFHS is showing tremendous leadership by proactively addressing social media use. We applaud them for beginning the dialogue and are proud to be a corporate sponsor."

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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 7.7 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 website at www.nfhs.org.

About the Oxbow Social Media Monitoring

Oxbow Social Media Monitoring was founded with one clear goal in mind: to proactively address the issues and challenges that can arise when children use social media. The life-changing implications of bullying, oversharing and inappropriate posting are well known to parents, educators and lawmakers; but until now, effective, easy-to-use tools that can help adults help kids to understand the potentially far-reaching effects of their behavior on social media have been virtually non-existent. Oxbow is a social media monitoring and control app that identifies and aggregates user-specific information from any Oxbow-enabled social media account into an intuitive format that can be accessed on an Oxbow-enabled third-party device. Available on the App Store and easy to use anytime, anywhere, Oxbow puts a safety barrier between inexperienced users and many of the things that can go wrong on social media. For example, what are your children saying to or about others? What are others saying to or about your children? What do your children see? By making it possible to instantly and easily monitor, track and exert a degree of control over social media content pertaining to the people we care about most, Oxbow allows parents to not only protect their children, but to identify teachable moments and help kids develop the skills they need to safely navigate the social media world. Oxbow Social Media Monitoring – Protect. Control. Teach. For more information, visit the Oxbow website at www.oxbowapp.com.

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