

NATIONAL FEDERATION OF STATE
HIGH SCHOOL ASSOCIATIONS



NEWS RELEASE

Brandit, LLC, Announced as NFHS Corporate Partner

FOR IMMEDIATE RELEASE

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INDIANAPOLIS, IN (September 1, 2015) — Brandit, LLC, a leader in the development of tactical and scouting software for the global soccer industry, is a new Corporate Partner of the National Federation of State High School Associations (NFHS).

As part of a three-year agreement, Brandit will be the exclusive NFHS corporate partner for soccer, which will include coverage in the sport's rules book, scorebook and rules PowerPoint, as well as sponsorship of the rules poster.

"We are pleased to enter this agreement with Brandit, a recognized leader in soccer-focused technology products," said Bob Gardner, NFHS executive director. "Brandit understands the sport of soccer and the methods utilized by top practitioners to develop coaching success. We look forward to working with Brandit for the next three years."

Brandit, headquartered in Portugal and with offices in New York City, is a multimedia company working across the sports and entertainment industries, with clients including Apple, Nike, Real Madrid, Sony and UNICEF. Brandit's latest product, *Tactical Boards: Soccer*, is being launched in conjunction with its NFHS partnership.

Tactical Boards: Soccer allows coaches to create unlimited exercises, training sessions, match formations and other tactical strategies while building an extensive coaching library and consolidating current and historical data in a single location, thus eliminating any future need to re-create work and saving significant time for coaches.

With *Tactical Boards: Soccer*, coaches can build, edit and share tactical information with their players, other coaches and parents. The product also provides an efficient online method to record and archive scorebook entries for match results. *Tactical Boards: Soccer* is available for PC, Mac or tablet and operates without the need for Internet connection. More details and online tutorials are available at www.tacticalsoccer.us.

“With almost 20,000 high school soccer coaches, we have a strong appreciation for the role and reach of the NFHS and are looking forward to our corporate partnership,” said Pedro Araujo, chief executive officer of Brandit. “With *Tactical Boards: Soccer*, we’ve been focused on tailoring an affordable product for U.S. high school and youth soccer that can improve a coach’s ability and effectiveness while saving valuable time. We are excited to launch our U.S.-focused product through this strategic partnership with the NFHS.”

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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 7.8 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 Brandit, LLC

Founded in 2007, Brandit, LLC launched as a start-up software, technology and entertainment company in Portugal. Its work has since migrated to sport and global soccer, where Brandit’s client roster now includes major professional teams, leagues and commercial entities, each of which utilize Scouting System Pro (www.scoutingsystem.com). Brandit also works with some of the biggest names in European football, including Jose Mourinho, Cristiano Ronaldo and Radamel Falcao. Last year, Brandit entered into a partnership with LFC International, LLC, a soccer-focused management consultancy based in New York City. LFC works with governing bodies, leagues, teams and other industry stakeholders around strategic business planning and project management and advises other entities and investor groups with regard to the business of soccer in the United States. LFC assisted Brandit in tailoring *Tactical Boards: Soccer* to a diverse U.S. soccer audience with a specific focus on high school and youth coaches (www.lfcinternational.com).

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