



PlayOn! Sports Acquisition of The Cube Creates One Online Destination for High School Sports at www.NFHSNetwork.com

FOR IMMEDIATE RELEASE

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ATLANTA, GA (February 24, 2018) — PlayOn! Sports has finalized an agreement to acquire The Cube, LLC (www.thecube.com), creating the largest single destination for fans to watch live high school sports broadcasts at www.NFHSNetwork.com.

The NFHS Network, a joint venture between the National Federation of State High School Associations (NFHS), its member state high school associations and PlayOn! Sports, is now in its fifth year of covering high school sports on its digital network. More than 2,000 high schools have broadcasted events on the NFHS Network through its School Broadcast Program. The NFHS Network is also home to state high school playoffs and championships from across the country.

With the acquisition of The Cube and its 4,000-plus schools that broadcast high school sports events, it is anticipated that more than 100,000 events will be streamed live on the NFHS Network during the 2018-19 school year.

“This new acquisition allows for more students and their schools to broadcast games throughout the year,” said Mark Koski, CEO of the NFHS Network. “The NFHS Network is always looking for ways to provide our

constituents and viewers more innovative technology to broadcast and watch high school sporting events.”

Among the innovations that the NFHS Network will offer schools previously broadcasting on The Cube is the Pixellot broadcast platform, a system uniquely designed for automated sports event production. The Pixellot unit requires no camera operators and automatically connects to the venue scoreboard, and auto-tracking software enables the built-in cameras to follow the action.

About the NFHS Network

The NFHS Network, now in its fifth year of covering high school sports events through its digital network at www.NFHSNetwork.com, is a joint venture between the National Federation of State High School Associations (NFHS), its member state high school associations and PlayOn! Sports. The NFHS Network celebrates and showcases the unique accomplishments of high school students, including the student-athletes participating in 27 different sporting events and the student broadcasters from schools around the country that produce events through the School Broadcast Program. The NFHS is located in Indianapolis, Indiana, and is the national leadership organization for high school sports and performing arts activities. PlayOn! Sports is based in Atlanta, Georgia, and is the nation’s largest high school sports media company.

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