

ESPN FOUNDER BILL RASMUSSEN'S COLLEGE FANZ SPORTS NETWORK ANNOUNCES STRATEGIC PARTNERSHIP WITH LIVESTREAM



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19, 2009 - College Fanz™ Sports Network, the world's largest online college sports community launched by ESPN founder Bill Rasmussen, today announced a strategic partnership with Livestream, a New York-based company which offers a platform that enables the production and distribution of live television on the Internet.

Beginning Saturday, August 29th, College Fanz will be powered by Livestream, with the inaugural season premiere of the College Fanz NAIA Football Game of the Week.

"We are thrilled to partner with a truly innovative company in Livestream, as it brings College Fanz together with the most powerful live broadcast platform available on the Internet," said Rasmussen, CEO and founding partner of College Fanz. "Utilizing this best-of-breed technology, College Fanz will now be able to broadcast college sports programming directly to students, alumni and fans all around the world, live and on demand. Our College Fanz broadcasts, starting with our College Fanz NAIA Football Game of the Week, now will be powered by Livestream's state-of-the-art platform, guaranteeing the highest-quality broadcasting available anywhere.

Through the Livestream platform, College Fanz will also begin broadcasting 24 hours a day, seven days a week, with programming that includes "The College Fanz Report," as well as highlights and features



covering a wide-range of college sports, student-athletes, coaches, rivalries, mascots, marching bands, fans, and alumni.

"College Fanz Sports Network is an important partner for Livestream and our industry-leading live and linear video streaming platform," said Max Haot, the co-founder and CEO of Livestream. "All of us are excited about the partnership, joining forces with a legendary sports television pioneer like Bill Rasmussen on his latest innovation."

All broadcasts will be available at <http://www.CollegeFanz.com>. The College Fanz NAIA Football Game of the Week includes live pre- and post-game shows broadcast from the host college campus. Each broadcast will include full nine-camera production (six in-stadium), graphics, expert broadcasters, half-time features and interviews with coaches, players, and college officials.

College Fanz strategic partnership with Livestream will enable registered users of the site to embed a video window into their personal web sites and blogs, as well as Facebook and other social media applications, further broadening the reach of the College Fanz television productions.



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ABOUT LIVESTREAM:

Founded in 2007 as Mogulus, Livestream provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. The company is based in New York and includes Gannett Co. as a minority shareholder and investor. Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects. Additional information is available at <http://www.livestream.com>

ABOUT COLLEGE FANZ:

Launched September 7, 2007, 28 years to the day that Bill Rasmussen's ESPN dream went on the air for the first time, College Fanz Sports Network is the world's largest online college sports community, with students, alumni, and other fans of college sports. College Fanz boasts over 22,000 web pages devoted to more than 1,450 colleges and universities competing in over 225,000 NCAA and NAIA athletic events. Additional information is available at <http://www.CollegeFanz.com>.

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