

# NLL PARTNERS WITH MOGULUS TO LAUNCH NLL NETWORK

LEAGUE FIRST TO VIRALLY BROADCAST LIVE GAMES



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NEW YORK, Jan. 6 /PRNewswire/ -- The National Lacrosse League (NLL) today announced the launch of the NLL Network, an online grid of 13 channels streamed online at NLL.com. The channels will feature live, high-quality online video broadcasts of NLL regular season and playoff games for the 2009 season at no cost to the viewer. Fans will be able to embed their favorite team's channel on MySpace, Facebook or other websites making the NLL the first professional sports league to virally broadcast live games. The NLL has selected Mogulus Pro platform to power the NLL Network.

"We're very proud to announce to the launch of the NLL Network and to have NLL games available for free viewing all season long," said NLL Deputy Commissioner George Daniel. "The Mogulus Pro system has provided the NLL a turnkey platform to deliver live games and content to our growing worldwide fanbase. We are very proud to be the first professional sports league to be using Mogulus Pro, as well as the first league to virally broadcast live games. Lacrosse is the fastest growing sport in North America among youth. Our ability to virally broadcast our games is a logical way for us to reach our fan base."

"We are extremely pleased that the NLL chose the Mogulus Pro to launch the NLL Network and power live game streaming," said Max Haot, Co-founder and CEO of Mogulus. "The NLL Network demonstrates a yet another significant application of the Mogulus Pro platform." Mogulus is an innovative media tool for professionals as well as beginners who need the necessary tools for you to create their own 24/7 online television channels.

The NLL Network launched last Saturday with the first

three games of the NLL season. Viewers are able to easily change channels and watch multiple games at once with the user friendly grid on NLL.com. A chat feature will allow fans to communicate with each other while watching live broadcasts of the games. Eight regular season games will be broadcast live on NLL.com this coming weekend. Games throughout the season may be subject to blackout restrictions. In addition to the 12 team channels, the NLL Network will also feature a league channel. The launch of NLL Network was in conjunction with the re-launch of NLL.com including the league's online community and fantasy game.

## ABOUT THE NATIONAL LACROSSE LEAGUE (WWW.NLL.COM)

The National Lacrosse League (NLL) is North America's professional indoor lacrosse league, featuring the best lacrosse players in the world. Founded in 1987, the 2009 season marks the 23rd consecutive season of play. Average attendance for the 2008 season was over 10,000 fans per game, with several games played in front of crowds in excess of 16,000 fans. The NLL has twelve teams playing in major markets of the United States and Canada: Boston Blazers, Buffalo Bandits, Calgary Roughnecks, Colorado Mammoth, Edmonton Rush, Minnesota Swarm, New York Titans, Philadelphia Wings, Portland LumberJax, Rochester Knighthawks, San Jose Stealth and Toronto Rock.

## ABOUT MOGULUS (WWW.MOGULUS. COM)

Mogulus is the most powerful live broadcast platform on the Internet.



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Producers can use the Mogulus browser-based Studio application to create LIVE, scheduled and on-demand Internet television to broadcast anywhere on the Web through a single player widget. The service comes in two flavors: Free (ad-supported) and Pro (white-label, no-ads, pay for usage). Unique features include the ability to mix multiple live cameras, imported videos clips, and overlay graphics. With Mogulus, producers can broadcast live from a mobile phone; use a customizable flash player with integrated chat; and develop a branded channel page on Mogulus.com that incorporates interactive chat. Mogulus is powering more than 200,000 live 24/7 channels; the service was launched in November 2007 and include Gannett Co. as minority investor.

*SOURCE Mogulus; The National Lacrosse League (NLL)*

