



## **Wasserman Media Group Moves into Growing High School Sports Marketplace with Strategic Investment in Prep Sports Online, The Nation's Leading High School Athletics Network**

LOS ANGELES, July 16, 2007—Combining its role as one of the world's leading sports media companies with its passionate support of amateur athletics, Wasserman Media Group has made a strategic investment in Prep Sports Online (PSO), it was announced today by Josh Swartz, Chief Operating Officer of WMG. Through this new relationship, PSO will leverage WMG's considerable business, marketing and technical resources to expand and enhance this vibrant online network.

PSO, a groundbreaking network of high school sports websites dedicated to highlighting student athletes' accomplishments while providing financial support for school athletic programs, will be incorporated into WMG's rapidly expanding online sports network, Sportnet. Backed by Sportnet's sales, marketing, and technology platform, PSO will become an even more valuable resource for school teams and their supporters.

Sportnet will also represent PSO and its vast network of member high schools nationwide to sponsorship partners, as well as provide offline exposure. At the same time, PSO will offer Sportnet's sponsorship partners a powerful, targeted marketing tool to reach the exploding U.S. teen sports marketplace.

"WMG is thrilled to have this opportunity to support amateur athletes and give back to the institutions that provide the early foundation for so many of today's sports stars. We are firmly committed to maintaining the original mission of PSO," said Swartz.

PSO was founded in 2001 by Nyle Anderson as a way to help high schools fund their athletic programs through the creation of professional quality, corporate-sponsored websites. Hiring professional writers, photographers, videographers and web designers, PSO's websites feature high quality video highlights, photo galleries, articles, schedules and statistics. The company creates and maintains the websites for member schools at no cost.

PSO will continue to develop and host websites featuring its professionally produced content while also introducing a new program that rewards high school athletic programs which produce their own content.

"Through this partnership, PSO will be able to accelerate its mission of supporting high school sports programs, spotlighting the achievements of student athletes and celebrating the dedication of their coaches, families and fans," said Anderson. "I am excited that PSO is joining an organization that shares our commitment to amateur sports and the local academic institutions around the country that do so much for our young adults and our communities."

### **About Prep Sports Online**

PSO is a web site development company created to highlight student-athlete accomplishments and to provide funds for high school athletic programs. Thousands of fans, parents, and student-athletes have enjoyed the high quality and extensive team coverage PSO has brought to their local athletic teams.

### **About Sportnet**

Sportnet is the internet's most comprehensive online sports network. By combining the talents of a world-class marketing and sales agency with powerful web distribution, Sportnet offers cutting-edge editorial, live event webcasts and a robust community experience around niche sports channels. Sportnet partners include leagues, sanctioning bodies, schools, TV networks and individual athletes. Sportnet is owned and operated by Wasserman Media Group.

### **About Wasserman Media Group**

Wasserman Media Group (WVG) is a worldwide leader in sports management, marketing and content. WVG is also the holding company for the Los Angeles Avengers of the Arena Football League. More information about WVG and its businesses is available at <http://www.wvgllc.com/>.

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