

Media Contact:  
Hila Shpigelman, Blue Star Sports  
[hila@bluestarsports.com](mailto:hila@bluestarsports.com)  
972.370.0777

FOR IMMEDIATE RELEASE

## **Blue Star Sports Acquires PrimeTime Sports**

**Blue Star Sports adds Sports-Event Management to further enhance its all-in-one customer experience**

June 29, 2016 (Dallas, TX) – Blue Star Sports is rapidly growing and today announces the acquisition of PrimeTime Sports, its 4<sup>th</sup> acquisition in 90 days. PrimeTime Sports is a premier sports-event management company. As one of the most recognized basketball, soccer, and 7-on-7 football tournament companies in America, it currently manages about 168 events on 51 weekends and holds a spot as one of the top 5 basketball event operators in the country. Combining sport events management to the Blue Star Sports existing product portfolio now offers an even more advanced suite of tools to simplify the management of youth sports for club organizations, coaches, parents, volunteers and players.

The Blue Star Sports vision from the beginning has been to connect all the technologies and services in the market and invest in the development of new products with a laser-focused goal to provide a single solution to simplify the management of youth sports organizations globally. Keeping the customer experience as the driver for their strategy, Blue Star Sports continues to evaluate and anticipate the needs in the industry, and there are already more solutions under development that will be introduced soon.

While individually payments, websites, registration and performance capabilities are not unique features in the market, the way Blue Star Sports combines them into a comprehensive solution is a matchless product in the industry. Now, with the additional feature of sport-events management, customers can truly rely on Blue Star Sports for every aspect of a successful sport season.

“Blue Star Sports has been aggressively growing since the beginning. We have no interest in slowing down and maintain our position as the #1 authority in youth sports. Our goal is to combine the best companies in the youth sports industry and create one multifaceted product for our current and future customers,” says Rob Wechsler, Blue Star Sports Founder & CEO. “If you want to host a tournament or sporting event, now you can rely on Blue Star Sports for a complete solution and a professional customer experience.”

“We’ve grown exponentially over the last 16 years, from initially hosting a single basketball tournament, to an entire sports management company. I’m excited about how much more we can do now that we are part of Blue Star Sports,” said PrimeTime Sports CEO David Stephens. “Our two brands share many of the same core values and joining this family will add esteemed proficiency to our already great competences.”



---

### **About Blue Star Sports**

With over 18 million users in 23 countries, Blue Star Sports (BSS) is the industry leader in youth sports management by centralizing all operations and providing a complete innovative technology platform for all national governing bodies, youth sports leagues, clubs and associations. Companies under the umbrella of Blue Star Sports include Bonzi, Pointstreak Technologies and Goalline. Backed by Bain Capital, Worldpay, Providence Equity and other sports industry investors, Blue Star Sports is headquartered in Frisco, Texas. To learn more about how Blue Star Sports will revolutionize youth sports management, visit <http://www.bluestarsports.com>.

### **About PrimeTime Sports**

The formula for PrimeTime Sports' success has been simple, offer teams great value and provide a level of organization and professionalism unmatched in the youth sports market. The company has emerged as the leading provider of youth basketball in Texas and one of the fastest growing sports-event management firms in the country. From basketball, soccer, and 7-on-7 football tournament management to third-party event management and support services, PrimeTime Sports covers all areas of youth sport events. For more information, please visit [www.primetimesportz.com](http://www.primetimesportz.com).

###