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FOR IMMEDIATE RELEASE

AAU Selects Blue Star Sports as its Official Technology Partner

Delivering the worlds first, integrated multi-sport amateur athletics technology platform

April 15, 2016 (Dallas, Texas) – Blue Star Sports, the leading youth sports systems integration and technology company announced its strategic partnership with America’s longest standing youth sports organizing body, the Amateur Athletic Union (AAU). This historic partnership will deliver the world’s most innovative, technology-driven solutions to integrate AAU’s forward thinking vision of how AAU should partner with district organizations, clubs, leagues, teams, tournament operators, media and the athletes. The ultimate goal is to passionately empower all youth sport organizations and participants to have the best experience, with the most modern tools at the lowest cost.

The first phase of the partnership will focus on developing an integrated web and mobile platform that provides a comprehensive suite of products serving the youth sports ecosystem - dynamic websites, streamlined online registration and payments, event, team and roster management, scheduling, communications and back office management. The project will streamline AAU’s numerous websites, event registration systems and other non-integrated systems. Moving forward, AAU and Blue Star Sports envision building an engaged global community sharing educational and entertaining information and data, leading edge team and player communications, statistics, video content and a “player profile” set of tools for all AAU members.

“After a thorough, multi-year process of meeting with and seeing demonstrations from the world’s leading youth sports software companies, we came to the conclusion that no one software provider could solve our complex, unique problems until Blue Star Sports,” said AAU President and CEO Dr. Roger J. Goudy. “Blue Star Sports was different than everyone else in that they had a systems integration vision combined with a well capitalized ownership group who wanted to invest in a long term partnership similar to our relationship with The Walt Disney Company.”

“AAU wants to build on our trusted position as the national leader in amateur athletics to provide the most engaging solutions which highlight and promote the thousands of AAU affiliated events and our nation’s most inspirational athletic performances,” said Rusty Buchanan, AAU 1st Vice President. “Blue Star Sports is a first of its kind solutions provider who will partner with AAU to deliver maximum value to everyone involved with youth sports including the participating athlete.”

“We identified AAU as an ideal strategic partner to exercise our organizational skillsets and subject matter expertise because of the vision of AAU’s leadership team and the complexity of their internal and external environments,” stated Rob Wechsler, Founder and CEO of Blue Star Sports. “We started Blue Star Sports to address the need to create a much easier and more comprehensive solution for



associations, clubs, leagues, teams, coaches and parents and AAU's 35 diverse sports, 55 District organizations and thousands of affiliates will provide the perfect challenge for us all to do our most visionary work."

"Our mission is simple – AAU and Blue Star Sports will partner to build the world's most innovative and powerful youth sports technology platform and content engine to transform the way a governing body interacts with its membership and affiliated organizations," said Eric Frazier, Blue Star Sports' President. "AAU's leadership team will accept nothing less."

To learn more about Blue Star Sports and its operations in the youth sports industry, visit <http://www.bluestarsports.com>.

About Blue Star Sports

With 8 million users in over 23 countries, Blue Star Sports is the industry leader in youth sports technology and systems integration providing a complete solution for all youth sports athletes, leagues, clubs and associations. Backed by the owner, president and general manager of the Dallas Cowboys, Jerry Jones, and his family, Bain Capital Worldpay and Providence Equity, Blue Star Sports is headquartered in Frisco, Texas, and will host its executive team at *The Star* – the future world headquarters of the Dallas Cowboys. To learn more about how Blue Star Sports will revolutionize youth sports management, visit www.BlueStarSports.com.

About AAU

The Amateur Athletic Union (AAU) is one of the largest- non-profit volunteer sports organizations in the country. As a multi-sport organization, the AAU is dedicated exclusively to the promotion and development of amateur sports programs. Founded in 1888 to establish standards and uniformity in sports, the AAU philosophy of "Sports For All, Forever" is now shared by nearly 700,000 members and 150,000 volunteers across 35 sports programs and 55 U.S. districts. For more information, visit www.aausports.org

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