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Blue Star Sports Acquires Bonzi in Landmark Transaction

Leading sports management software companies join forces to provide youth sports organizations with turn-key technology solutions

April 5, 2016 (Dallas, Texas) – Blue Star Sports (BSS), a youth sports payments and software management company announced its acquisition of Bonzi, a leading provider of technology and services for sports clubs, leagues, associations and National Governing Bodies in the U.S. and Canada. With more than 3 million users across a wide range of sports, Bonzi offers an all-in-one online software solution and turn-key services for sports organizations and parents alike. The combined SaaS and mobile platform provides the most comprehensive suite of products serving the youth sports ecosystem - dynamic websites, streamlined online registration and payments, team and roster management, scheduling, communications and back office management.

Blue Star Sports and Bonzi share a similar passion for youth sports and delivering a seamless experience to volunteers, coaches, parents and players. As part of the merger, Amy Pate and Anthony Pate will continue in their roles as CEO and CTO respectively for Bonzi as well as COO and CTO for Blue Star Sports. Bonzi will integrate its management team, teammates and technology under Blue Star Sports.

“We started Blue Star Sports to address the need to create a much easier and more comprehensive solution to associations, clubs, leagues, teams, coaches and parents. Our solutions allow everyone involved more time to focus on what matters most – the game and the youth participants.” Said Rob Wechsler, Founder and CEO of Blue Star Sports.

“Bonzi’s technology earned the highest reputation in the market for its platform, and after extensive research we were confident about the fit with Blue Star Sports’ strategy, specifically as it relates to the technology, culture and customer experience” adds Wechsler. “Over 15 years of effort and the voice of the customer went into all of Bonzi’s technology - and it shows.”

Amy Pate, Founder and CEO of Bonzi said, “The entire team at Bonzi is thrilled to become part of Blue Star Sports. We always wanted to take our company to the next level and broaden our access to customers. Joining Blue Star Sports opens up tremendous new opportunities for us, as-well as the wide array of customers that depend on our platform.”

“After conducting extensive market research we identified the leading technology companies in the sports industry and shared with them our clear vision of wanting to create the best experience for customers in the youth sports ecosystem” adds Wechsler. “Through this direct approach, and combined with our tenured track record in payments, software and sports – Blue Star Sports now has six additional



strategic acquisitions under letters of intent (LOI). Having the major market players join forces to provide a one-stop solution for the sports community serves as a great testament that the industry is ready for an easier and better solution than exists today. The entire team is excited and focused on bringing to market the best youth sports management experience!”

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

About Blue Star Sports

Blue Star Sports (BSS) is fast becoming the industry leader in youth sports management by centralizing all operations and providing a complete solution for all youth sports 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 Bonzi

By connecting the world of amateur sports through the use of technology, Bonzi is a leading sports service and technology company that serves 3 million users in the U.S. and Canada. First, they solve the problem of running sports organizations by providing an all-in-one, Software-as-a-Service product for governing bodies, leagues, clubs, teams and referee associations. Then, they connect the parties who need to work together so they can share information and data, and communicate instantly. Users include players, parents, coaches, referees and other organizations who are part of the Bonzi connected sports world. In the end, Bonzi saves a lot of busy people a lot of time and makes it more enjoyable for those who participate in or manage sports organizations. You'll find more information about Bonzi at www.gobonzi.com.

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