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FOR IMMEDIATE RELEASE

### **Blue Star Sports Acquires LeagueLineup Blue Star Sports Adds Top Technology Provider to the Team**

Sep 15, 2016 (Dallas, TX) - Blue Star Sports has acquired LeagueLineup to add deeper, more innovative technology to its all-inclusive software. This is Blue Star Sports 6<sup>th</sup> acquisition in the past 120 days. With over 25,000 customers, LeagueLineup provides free and paid technology features to youth and amateur sports teams, clubs and leagues. From registration and self-service websites, to payments and team fan shops, LeagueLineup will undoubtedly further enhance the technology offerings of Blue Star Sports.

LeagueLineup's vision to execute self-service sports websites proved extremely successful, and now by joining Blue Star Sports, their clients will gain access to more features, online sport management tools and event management.

"We continue to focus on the best companies with a proven track record, and LeagueLineup is another great addition as we continue to enhance our product set for our current and future customers," said Rob Wechsler, Founder and CEO of Blue Star Sports. "LeagueLineup has an unprecedented operation for a company of its size and will add some innovative technology and operational tools to the Blue Star Sports book of services."

LeagueLineup's CEO and President Ed Carmon commented, "The time was right to become part of the Blue Star Sports family. They are clearly becoming the league leader in products and services for youth sports. Our strategy has been to provide our clients with easy-to-use, comprehensive products coupled with the best customer service possible, and this move will bring more resources to our client base. Our team is very excited to become part of the Blue Star Sports family."

#### **About Blue Star Sports**

With over 20 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, Goalline, and PrimeTime Sports. Backed by Worldpay, Providence Equity, and other sports industry investors, Blue Star Sports is headquartered in Frisco, Texas. To learn



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more about how Blue Star Sports will revolutionize youth sports management, visit <http://www.bluestarsports.com>.

**About LeagueLineup**

Since 1998, LeagueLineup has been a pioneer in league and team management solutions for youth and amateur sports organizations. Tens of thousands of organizations trust LeagueLineup to run their websites, player registrations, leagues, teams, and tournaments. With millions of users covering all 50 states in the US and all provinces in Canada, LeagueLineup's services work perfectly for any organization size in any sport. For more info, visit us at [www.LeagueLineup.com](http://www.LeagueLineup.com).

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