



FOR IMMEDIATE RELEASE
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BLUE STAR SPORTS ACQUIRES GLOBAL APPTITUDE, DEVELOPER OF GAMEPLAN® SYSTEM

Dallas, TX – Blue Star Sports, the largest and fastest growing global provider of sports technology, continues its rapid expansion with the acquisition of Global Apptitude, a leading developer of digital technologies including the GamePlan® System. The acquisition further cements Blue Star Sports' market leadership, expanding its already robust software and technology offerings to teams and leagues.

Global Apptitude's GamePlan® system is the leading mobile sports content delivery system. GamePlan® is used by more than 150 teams and leagues across the globe, such as the NFL, MLB, NHL, NBA, NCAA, English Premier League, Aviva Premiership, Bundesliga, Australian Rules Football and Super 18 Rugby.

The Global Apptitude transaction marks another significant milestone in Blue Star Sports' extraordinary growth as it adds yet another best-in-class offering to its suite of services made available to its valued team, league and national governing body clients. In addition to adding another robust technology platform, the transaction supports Blue Star's continued focus on player development as the GamePlan® system helps players prepare and achieve peak performance.

"Since founding Blue Star Sports, we have completed nearly 20 acquisitions and changed the entire youth sports landscape by bringing the best companies and entrepreneurs under one roof to give our customers a competitive advantage. Everything an athlete, team or league needs to be successful, we have at Blue Star Sports," said Rob Wechsler, Founder and CEO of Blue Star Sports. "Global Apptitude is a great fit for our portfolio as its GamePlan® system is used by many of the best teams in the world. The feedback from some of the most recognized coaches in sport blew us away. We look forward to extending the powerful GamePlan® system to our youth sports teams and leagues and hearing how it helps them dominate the competition."

"Rob and the Blue Star Sports team have a vision for the future of sports technology, and we are very excited to become a part of it," said Randy Fusee, CEO of Global Apptitude. "We are now able to develop even more workflow improvements for our professional clients, while simultaneously taking our elite software to the youth sports market."

About Blue Star Sports

With over 45 million users in 32 countries, Blue Star Sports (BSS) is the global leader in youth sports management providing a complete innovative technology platform for national governing bodies, youth sports leagues, clubs and associations. Companies under the Blue Star Sports platform include Bonzi, Pointstreak, Goalline, PrimeTime Sports, SDI Camps, LeagueLineup, RaceWire, Bigfoot Hoops, Groupnet Solutions, Krossover, CaptainU, Student Sports, SportsTG and STACK. Blue Star Sports is headquartered in Frisco, Texas and backed by Jerry Jones of the Dallas Cowboys, Providence Equity and Genstar Capital. To learn more about how Blue Star Sports is revolutionizing youth sports management, please visit <http://www.bluestarsports.com>.