



**For Immediate Release
May 21, 2009**

Larry A. Ryle High School

Florence, Kentucky – SportsNation360 and Larry A. Ryle High School are excited to announce the success of their current sports partnership. Ryle FBLA partnered with SportsNation360 in the Fall of 2008 to provide Ryle Raider fans with live streaming of Ryle Football games. This student led webcast included commentary, play by play analysis, and current Raider Nation sports information. The 2008 Football season proved to be a success and the partnership continued as students produced webcasts at Ryle Boys and Girls Basketball games. The students enrolled in the Sports and Entertainment Marketing program produced the scripted content for webcasts, as well as found interesting ways to market the webcasts to not only the Ryle High School community but also fans within Union and Florence, Kentucky.

Ryle has a tradition of excellence in technology and pride in the co-curricular programs offered at the school. Ryle Future Business Leaders of America is known throughout the nation for creating projects that showcase the student's involvement and knowledge in business education. The Partnership with Business event recognizes FBLA chapters that develop and implement the most innovative, creative, and effective partnership plan. With a 2nd place win at the Kentucky FBLA State Leadership Conference, students at Ryle High School will compete at the National FBLA Leadership Conference in Anaheim, California in late June.

Over 7 million teens participate in varsity athletics each year, with an additional 17 million students being involved in off the field management of sports. With 15% of today's market being utilized by the mass marketing media, High School Sports Marketing is a booming new industry. SportsNation360 has identified the demand in the market and have produced a partnership has shown to benefit the Ryle Community.

About SportsNation360

SportsNation360 is a mobile and web based platform to deliver industry leading sports scheduling, management, social media, webcasting, integrated text, and communications tools for the organized youth and amateur sports market. Over 260 million Americans participate regularly in organized amateur sports activities, including 52 million at the youth sports level. The company, based in the Northern Kentucky / Cincinnati Metro area, was founded in 2006 by a veteran team of tech and sports industry entrepreneurs who recognized that the mobile web had the potential to fundamentally change the youth and amateur sports experience for millions involved regularly with recreational teams, select teams, travel teams, school teams, weekly practices, car pools, local leagues, weekend travel for out of town regional and national tournaments, and juggling multiple sports schedules for multiple kids. The mission of the company, "Simplifying the Sports Life," requires time sensitive and location sensitive communication, delivered on the go, where the mobile phone is quickly emerging as the primary method for web access. To learn more, visit www.sportsnation360.com.