



Four Additional States Join NFHS Network

Kentucky, Louisiana, Tennessee and Utah Join All-Digital High School Sports Network

INDIANAPOLIS, IN and ATLANTA, GA (September 9, 2013) — The NFHS Network announces the addition of four states to the new, all-digital network featuring boys and girls high school sports and performing arts. Member associations of the National Federation of State High School Associations (NFHS) in Kentucky, Louisiana, Tennessee and Utah bring the total NFHS Network membership to 32 states.

The NFHS Network, a joint venture among the NFHS, PlayOn! Sports and participating NFHS-member state associations, is the largest aggregated destination for coverage of high school sports in the country. Through a subscription-based digital service – now available at www.NFHSnetwork.com – more students, parents and fans can watch high school sports and activities than ever before.

Kentucky, Louisiana, Tennessee and Utah join the 28 previously announced states participating in the NFHS Network: Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Maine, Massachusetts, Michigan, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Dakota, Oregon, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

Currently, regular-season games in several fall sports, including football, soccer and volleyball, are available on the site. Most of these games are produced through the NFHS Network School Broadcast Program, which enables schools to self-produce and stream sporting

events and school activities on www.NFHSnetwork.com. This program provides hands-on broadcast experience for students and national exposure for their school and activities.

“Since the start of the high school football season, the NFHS Network is averaging more than 200 football games each Friday night,” said Robert Rothberg, chief executive officer of the NFHS Network. “The addition of these four states will continue to allow the NFHS Network to provide the most extensive high school sports coverage in the nation to fans wherever they are on a variety of devices.”

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About the NFHS Network

The NFHS Network is a joint venture among the National Federation of State High School Associations (NFHS), PlayOn! Sports and participating NFHS-member state associations. The all-digital network is devoted to coverage of high school sports, performing arts and other activities from participating NFHS-member state associations. Currently, the NFHS Network boasts 32 state association members and continues to grow. The NFHS Network, which is structured to provide all state associations with the opportunity to participate, features comprehensive coverage of boys and girls sports and activities from across the country. The subscription-based, digital service is available for viewing on a variety of Web-enabled devices at NFHSnetwork.com. Nearly 700 schools from around the nation also participate in the NFHS Network School Broadcast Program, which enables schools to self-produce and stream regular-season sporting events and school activities via NFHSnetwork.com. This program provides hands-on broadcast experience for students and national exposure for their school and activities. Follow the NFHS Network on Facebook, Twitter and Instagram at [@NFHSnetwork](https://www.instagram.com/NFHSnetwork).

The NFHS, located in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. PlayOn! Sports, based in Atlanta, Georgia, is the largest rights holder, producer and aggregator of high school sports events distributed across television, the Internet and IP-video enabled mobile devices.

About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 16 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high

schools and 11 million participants in high school activity programs, including more than 7.7 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS Web site at www.nfhs.org.

About PlayOn! Sports

As the largest rights holder, producer and aggregator of high school sports events distributed across television, the Internet and IP-video enabled mobile devices, PlayOn! Sports (PlayOn) is the nation's leading high school sports media company. During the 2012-2013 school year, PlayOn distributed more than 22,000 events. PlayOn, in a joint venture with the NFHS and its member associations, produces and manages the NFHS Network, an all-digital network devoted to coverage of boys and girls high school sports and activities from around the country available at www.NFHSnetwork.com. PlayOn also manages the NFHS Network School Broadcast Program that enables schools to self-produce and stream regular season sporting events and school activities on the NFHS Network site providing a hands-on broadcast experience for students.

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