

# NLL NETWORK INTEGRATES SOCIAL MEDIA INTO LIVE GAME BROADCASTS, EXTENDS AGREEMENT WITH LIVESTREAM



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**NEW YORK (Jan. 08, 2009)** – The National Lacrosse League (NLL) today announced that the entire 2010 season will once again be broadcast live for free on the NLL Network. New features have been added on the league's 12 team sites allowing viewers to seamlessly interact using Facebook and Twitter while viewing the games. Fans will also be able to broadcast games from their Facebook page or any other website by embedding their team's channel on the site. At the heart of the NLL Network is a grid of 12 channels streaming 24/7 online at NLL.com. NLL team websites as well on other lacrosse focused websites and blogs will also broadcast high-quality online video NLL content free of charge including live games, features, behind the scenes action, dance team auditions and player interviews. The NLL Network is powered by Livestream, the most powerful live broadcast platform on the Internet.

"Last season the NLL became the first pro sports league to virally broadcast live games, said NLL Commissioner George Daniel. "This year, Livestream's new features allow viewers to interact on Facebook and Twitter while enjoying the games, further enhancing the viewing experience for our fans. Thanks to Livestream, we are very proud to be the first pro sports league to fully integrate social media with

live game broadcasts. This is the perfect broadcast medium for our young and growing fan base. "

"We are extremely pleased that the NLL has once again chosen Livestream Premium to power the NLL Network," said Max Haot, Co-founder and CEO of Livestream. "The NLL Network continues to demonstrate the power of social media in sports and is yet another significant application of the Livestream Premium platform."

Games may be subject to blackout restrictions.

## **ABOUT THE NATIONAL LACROSSE LEAGUE (WWW.NLL.COM)**

The National Lacrosse League (NLL) is North America's professional indoor lacrosse league, featuring the best lacrosse players in the world. Founded in 1987, the 2010 season marks the 24th consecutive season of play. Average attendance for the 2009 season was over 10,000 fans per game, with several games played in front of crowds in excess of 16,000 fans. The NLL has eleven franchises playing in major markets of the United States and Canada: Boston Blazers, Buffalo Bandits, Calgary Roughnecks, Colorado Mammoth, Edmonton Rush, Minnesota Swarm, Orlando Titans, Philadelphia Wings, Rochester Knighthawks, Toronto Rock and Washington Stealth. The 2010



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NLL Season begins on Friday January 8 with the Philadelphia Wings visiting the Orlando Titans. Each NLL franchise plays a 16 season with many playing in major league arenas such as Philadelphia's Wachovia Center, Orlando's Amway Arena, Denver's Pepsi Center, Boston's TD Garden, Buffalo's HSBC Arena, Minnesota's Xcel Energy Center and Toronto's Air Canada Centre.

### **ABOUT LIVESTREAM ([HTTP://WWW.LIVESTREAM.COM](http://www.livestream.com))**

Livestream (formerly Mogulus) provides everything needed to easily live stream video and engage an audience. Producers can use Livestream to stream live, linear and on-demand Internet television to multiple devices through a single, highly customizable player. The service is available in both Free (ad-supported) and Premium (ad-free, white-label, higher-quality) packages. Unique features include the ability to mix multiple live cameras, overlay graphics, desktop streaming with 3D effects, and social chat. Founded in 2007, the Livestream is based in New York and includes Gannett Co. as a minority shareholder and investor. and includes Gannett Co. as a minority shareholder and investor.

Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-

supported) and Premium (ad-free, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.

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