



Nov. 12, 2007

FOR IMMEDIATE RELEASE

## League's football semifinals at Metrodome to launch worldwide Webcasting of local sports by GrandStadium.TV

In an age when mega-media and macro-communications dominate the world of sports coverage, one new company is betting on the lure of "local" and the power of "microcasting." On Thursday, Nov. 15, GrandStadium.TV will launch a groundbreaking program to provide real-time Webcasting of local sports events. Beginning with the 12 semifinal games of the Minnesota State High School League football championship series, fans from around the world will now be able to log on to GrandStadium.TV to watch their favorite local teams compete for just \$9.95 per game. Fans unable to "tune in" at game time can also log on to Grandstadium.TV at a later date to view each event in its entirety (instead of settling for a few online highlights). "There are a number of people who are unable to travel to a tournament venue for an event; maybe because they're at work or because they're across the country," said League Executive Director Dave Stead. "This is a great way for them to see the game, and it provides them with an opportunity to stay connected to their families and schools."

But GrandStadium.TV does more than just provide well-deserved coverage for high school athletes. It also provides much-needed operating revenue and educational opportunities for the students of participating schools. A significant percentage of each viewer fee is forwarded to the coordinating school of each event in exchange for audio-video services (including production and play-by-play). This week's semifinal football games at the Metrodome will be recorded and produced by the student team from Eagan High School.

"Educationally, our students are going to learn and grow tremendously," said Eagan Principal Polly Reikowski. "The more hands-on experience we can give them, the better, and this is an excellent introduction to real world broadcasting."

"The League will also benefit from the live Webcast, but the student-centered focus of the production is what I like best about the whole program," added Stead. "Students are actively involved in providing the online content and they learn about this new medium firsthand. This educational component provides them with an opportunity to develop practical skills they may not find anywhere else." Plans include the prospect of local school production teams providing coverage of all their respective sports events and retaining a portion of the pay-per-view fees for each. Participating schools also benefit from receiving 100 percent of the revenue generated from any banner advertising they solicit for placement on the GrandStadium.TV Web site.

“This is a solution we’ve been waiting for,” added Reikowski. “It’s the first thing I’ve seen that’s not just educationally focused, but technologically advanced. It’s enhanced, it’s full screen and I think people are going to be impressed with what they see.”

GrandStadium.TV’s first live Webcast is scheduled to begin at 8:00 a.m. (CST) on Thursday, Nov. 15.

Contacts:

Dave Stead  
Executive Director  
Minnesota State High School League  
763-659-0580

Polly Reikowski  
Principal  
Eagan High School  
651-863-6900

Stu Swartz  
GrandStadium.TV  
Stu@StuartConsulting.info  
877-StuS-911