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**Connecticut Interscholastic Athletic Conference, PlayOn! Sports  
Partner to Create CIAC Network**

*High School Sports Coverage Premieres this Spring on Television and the Internet*

**CHESHIRE, Conn., and ATLANTA** (March 6, 2012) -- The Connecticut Association of Schools / Connecticut Interscholastic Athletic Conference (CAS/CIAC) and PlayOn! Sports (PlayOn) jointly announce the launch of the CIAC Network, a partnership providing multi-platform distribution of Connecticut high school sports content. Unprecedented postseason coverage of all Connecticut high school sports, beginning in spring 2012, will be made available to fans in a variety of live and on-demand formats across television, web and mobile devices.

“The CAS is excited to have a partner like PlayOn! Sports to enhance coverage of high school sports and athletes in Connecticut,” said CAS Executive Director Karissa Niehoff, Ed.D. “Connecticut boasts an exciting high school sports environment that will now be available to viewers across the state, fans across the country and alumni around the world, all while providing our student athletes and their families unique access to their outstanding achievements.”

The new Internet video portal for the CIAC Network, [www.CIAC.tv](http://www.CIAC.tv), will host all events produced through the partnership. Many events will be streamed live and all events will be archived and made available on demand. There will be no charge for fans to view content.

“We are thrilled to partner with the CIAC to create a network of high school sports content in Connecticut that celebrates Connecticut’s student athletes,” said David Rudolph, CEO of PlayOn! Sports. “We are building a library of content that will allow students, families, and communities access to their school’s sports and activities programs in a way they haven’t had before.”

The CIAC Network will commence this spring with coverage of the state championships in several sports. Additional coverage throughout the year will feature a wide range of both boys and girls sports in Connecticut.

Another component of the CIAC Network is the opportunity for member schools of the CIAC to take advantage of PlayOn’s proprietary technology platform to produce regular season sports and school activities through the School Broadcast Program.

This content, typically produced by students, will be featured on individually branded school portals on the CIAC Network portal.

“Schools can leverage the PlayOn platform to create content, provide educational opportunities for students, generate exposure for student athletes, and provide unique digital advertising opportunities for sponsors,” Rudolph said. “We are rolling this program out immediately and plan to have an initial group of schools producing and broadcasting their activities during this spring sports season.”

**PlayOn! Sports** is the largest rights holder, producer, and aggregator of high school sports events distributed across television, the Internet, and IP-video enabled mobile devices. By combining State Athletic Associations’ postseason content with the regular season events of member schools, PlayOn provides marketers with a unique multi-media platform solution to reach teens, young adults and families. PlayOn is headquartered in Atlanta, Ga., with offices in the Southeast, Midwest and California. For more information, contact PlayOn! Sports at [info@playonsports.com](mailto:info@playonsports.com), or visit [www.playonsports.com](http://www.playonsports.com).

**The Connecticut Interscholastic Athletic Conference (CIAC)** believes that interscholastic athletic programs and competition are an integral part of a student’s academic, social, emotional and physical development. The CIAC promotes the academic mission of schools and honorable competition. As such, the CIAC serves as the regulatory agency for high school interscholastic athletic programs in Connecticut and exists to assure quality experiences that reflect high ethical standards and expectations for fairness, equity and sportsmanship for all student athletes and coaches. The CIAC provides leadership and support for member schools through the voluntary services of dedicated school administrators, athletic directors, coaches and consultants.

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