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FOR IMMEDIATE RELEASE

High School Sports Media Company Launches CMS for Newspapers, Radio, Entrepreneurs

AKRON, Ohio (November 1, 2010) – [Sports Reporting Technologies LLC](#) of Akron has begun licensing a sports news portal platform called SportSiteWare™ that is designed to enable in-depth, online news coverage of high school sports throughout the country through licensed use of its proprietary sports reporting content management system.

The company launched its SportSiteWare™ sports reporting CMS with its pilot site www.sportsink.com on Aug. 27, 2009, and now is taking orders from newspaper companies, radio stations and sports writing entrepreneurs looking to leverage the growing interest in online sports coverage.

The SportsInk.com pilot site provides in-depth news coverage of high school sports in three Northeast Ohio counties – Summit, Medina and Portage -- and a total of 46 high schools in four separate conferences. The site covers 15 high school varsity boys and girls sports.

In addition to news, game schedules, results and statistics, the platform enables online publishers to add photo galleries, audio and video, and offers special features like Vodcasts, e-mail newsletters and mobile publishing.

“This is an ideal technology platform for newspapers and radio stations to upgrade their online sports coverage with a system uniquely designed by experienced sports journalists and portal experts,” said Sports Reporting Technologies President Angela Charles. “It’s well suited for news organizations that can’t afford a large technology investment.”

SportSiteWare™ also is targeted to independent journalists seeking to start their own online sports writing websites.

“We view this as a tremendous opportunity for sports writers and other journalists who may have lost their job in the recession to claim their own destiny with their own sports reporting business,” Charles said. “This system can easily be adapted to a wide range

of business models, from covering a single sport for many schools or all sports for a single conference. The flexibility of the system makes it extremely attractive.”

For more details about Sports Reporting Technologies’ SportSiteWare™ CMS, visit <http://www.sports-reporting.net>.

View the pilot site at www.sportsink.com.