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MEDIA RELEASE

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TOP HIGH SCHOOL BASKETBALL TALENT TO SHOWCASE SKILLS AT CIF-SS CHAMPIONSHIP

LOS ALAMITOS — The CIF Southern Section and 94Fifty Sports Technologies announced today an exclusive partnership to jointly host the first skill competition of its kind for a high school championship tournament.

During the CIF Southern Section-Ford Basketball Championships, presented by Farmers held at the Anaheim Arena between March 1-5, 2011, 94Fifty Sports Technologies will utilize its innovative Total Skill measurement technology to test and score the ball-handling and shooting skills of players nominated by the over 80 leagues that comprise the CIF-SS. Each Southern Section league will nominate a boy and girl participant in the inaugural **CIF-SS-94Fifty Basketball Skills Challenge**.

“We are very excited to add this exciting element to our Southern Section Basketball Championships in 2011,” said Rainer Wulf, Assistant Commissioner of the CIF-SS and section administrator for basketball. “94Fifty has really revolutionized how skills can be measured objectively and precisely, and with this competition it will show players throughout the Southern Section the importance of fundamentals and skill development for being successful on the court. We think it will add an exciting and entertaining element to the entire CIF-SS championship week.”

94Fifty will utilize its technology to name a top ball-handler, top shooter, and top overall skill champion for boys and girls throughout the week. The Company’s products include basketballs embedded with special motion sensors that capture the proficiency of the player’s muscle memory, which are highly correlated to high levels of skill. By putting a player through a series of ball-handling and shooting drills, the basketballs simultaneously count thousands of pieces of information about the ball per second. The resulting measurements are quantified and then scored to determine a comparable skill level, and then

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94FIFTYSPORTS PARTNERSHIP (Cont.): prescribe corrective action. 94Fifty sells its products as a cost-effective but revolutionary training tool to high schools, colleges, AAU programs and clubs throughout the U.S. and Europe.

“We are extremely excited about this event and in working with CIF-SS.” said Michael Crowley, Founder and CEO of 94Fifty Sports Technologies. “It is clearly a forward-thinking organization that is fully committed to building the most talented basketball players in the country. We look forward to highlighting the skills that have been developed through thousands of hours of hard work by the players nominated to compete.”

About 94Fifty Sports Technologies. (www.94Fifty.com) — 94Fifty Sports Technologies develops sophisticated but cost-effective skill analysis technologies for the mass market. It is committed to bringing new information to both elite level and youth level basketball so that players can better develop skills and coaches can have objective information to rapidly improve skill development. It hosts the world’s first online basketball community based on a player’s objective and comparable skill information.

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