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MEDIA RELEASE

CIF-SS/NFHS NETWORK ENHANCE PARTNERSHIP

LOS ALAMITOS — The CIF Southern Section (CIF-SS) and PlayOn Sports/NFHS Network are excited to announce the renewal and enhancement of their partnership with a linear television and digital streaming rights agreement for local high school sports as announced today by CIF-SS Commissioner of Athletics Mike West, and PlayOn Sports Executive Vice-President, Michael White.

The new six-year deal will commence with this 2023-24 school year and will extend through the 2028-29 season.

The new agreement also continues the organizational partnership with the NFHS Network's first-of-its-kind Pixellot automated sports filming and production tool that allows schools to install an unmanned camera in their gymnasium, stadium, etc., and have all their athletic events streamed live on the network through a fully automated process. The Pixellot system has been a game changer for high schools around the country with its ease of use and outstanding functionality.

The partnership represents a continuation of the NFHS Network School Broadcast Program for CIF-SS member schools. Participating schools will be able to broadcast their own live events exclusively on the NFHS Network. More CIF-Southern Section high schools will now have the opportunity to bring live and on demand events to their families and fans at NFHSNETWORK.COM, while providing that school's students the ability to learn about the broadcasting field.

"The NFHS Network continues to be an important and valued friend to the CIF Southern Section," stated West. "This new agreement represents not just a continued partnership in the digital space, but a real investment in CIF-SS athletics and athletes on the linear side," added West.

"This agreement highlights why the CIF-SS is uniquely positioned as a national leader in education-based athletics," said West.

"PlayOn Sports is thrilled to renew and deepen our relationship with the CIF-Southern Section," said Michael White EVP of Content & Production. "As the high school sports and technology world continues to evolve, the CIF-Southern Section will be supported by a platform that provides a one stop shop opportunity for everything from Broadcasting & Streaming on the NFHS Network, to GoFan Digital Ticketing, to rSchoolToday for Schedules and Administration, as well as VNN for your website, added White."

In total, the NFHS Network has been delivering CIF-SS athletic coverage since 2013.

As part of the agreement, NFHS will produce 20 linear football broadcasts – including 17 weekly contests and three championships games – for distribution on Bally Sports SoCal. The regional sports network will also distribute the Open Division Girls Volleyball Championship, and the Boys and Girls Open Division Basketball Championships, also produced by NFHS. .

The complete schedule will be announced in the coming weeks.

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2023 NFHS Network/CIF-SS-Ford Game of the Week Football Schedule

"0" Week – Week 4 - On Bally Sports SoCal

<u>Week</u>	<u>Date</u>	<u>Home</u>	<u>Visitor</u>	<u>Time</u>
0	08/18	#4 Centennial/Corona	#1 Mater Dei	7:00 pm
1	08/25	#15 Warren	#9 Serra	7:00 pm
2	09/01	#11 Long Beach Poly	#6 Mission Viejo	7:00 pm
3	09/08	#2 St. John Bosco	St. Francis Academy (MD)	7:00 pm
4	09/15	#8 Orange Lutheran	#3 Sierra Canyon	7:00 pm

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