



iTeamz and Youth1 Partner to Offer Free Team Branded Youth Team Management Apps to Parents, Coaches, League and Tournament Administrators, Educators and Student Athletes

360° Relationship Combines Revenue Share, Subscriber Acquisition, Advertising, and Customer Loyalty Programs

Chester, NJ -- May 10, 2015 – Youth1, which provides information and news about youth sports nationally and connects coaches partners, teachers and teams, and iTeamz, a software company which offers advanced mobile youth team management apps, today announced a partnership. The partnership includes offering Youth1 news streams and ads through the iTeamz app and offering the iTeamz app free to Youth1 readers. It is the ad-supported version so Youth1 receives a revenue share.

“iTeamz is laser focused on partnerships, and we are excited about partnering with them,” said Laura Petrillo, President of Youth1. “We are the key source of information for youth sports, so this is the kind of service we like to present to our readers and subscribers. iTeamz is a terrific piece of technology and user surveys tell us that the parents, coaches, educators and kids all value it.”

iTeamz is specifically designed from the ground up for the youth and educational technology market and includes:

- Leading edge educational technology features to help coaches, administrators, teachers and student athletes better manage hectic schedules.
- A completely safe home-to-school team ecosystem that offers free text messages to save time, engage, and motivate teachers, coaches, parents, administrators and fellow athletes both in school and out of school.
- FERPA aligned data as all interactions are safe because all phone numbers are kept completely private.
- Opportunities to enable students to effectively build executive function skills to help manage academic needs and sports time, an easy way to stay informed outside the classroom.

- In-game communication tools to motivate fans to share comments and perceptions, in real time.
- “Invite” feature to facilitate coaches and students to invite and inform family, friends, teachers, potential recruiters and other stakeholders.
- SMS and free app in low income districts where parent engagement is a key issue in improving students’ academic and athletic performance.

“We are seeking leading players in the youth sports ecosystems and are thrilled to have Youth1 partner with us,” said Larry Gordon, CEO of iTeamz. “We can really help their readership by enabling educators, coaches and parents to efficiently save time and money. Our user surveys show that the subscribers use the app a lot, appreciate the team brand, and find it valuable.”

About Youth1

Youth1.com is the nation’s foremost website for youth sports coverage. The Mountain Lakes, N.J.-based company, is the leading destination for grades 5-8 youth sports information nationally. Athletes, parents and coaches on club, high school and collegiate levels also frequent the site for up-to-date news, rankings, prospect reports, event recaps and previews.

The company’s talented team of sports managers and affiliated partners are leaders in their respective sports. In addition to advancing athletic achievement, Youth1 is committed to promoting sports wellness awareness. The company also sponsors the prestigious Annual Youthee Awards, recognizing the nation’s best athletes, teams and coaches in youth sports.

About iTeamz

iTeamz (iTeamz.org) is a mobile application software company that offers the iTeamz app to simplify the management of youth sports teams. It eliminates the need for mass emailing, phone calling, and prevents out-of-sync communication, saving time and money for coaches, teachers, parents and student athletes.

iTeamz offers the app to youth teams through partners in the education, media, retail, youth sports, software, and other industries. The app can be branded with team logos, partner logos, or both. It is available in ad-supported or licensed formats.

For more information, please contact Larry Gordon, CEO, iTeamz, Larry.Gordon@iTeamz.org, Ph: 908-448-7015.