

## ***NDP LACROSSE ANNOUNCES PARTNERSHIP WITH SPORTZU THAT WILL ENHANCE TOURNAMENT EXPERIENCE***

NDP Lacrosse, the sport's premier national tournament facilitator, has announced a strategic partnership with SportZu.tv, an online sports video community targeted at youth sports coaches, athletes, parents, teams, and leagues, that will enhance participation in NDP events and revolutionize the lacrosse tournament experience.

Combining social and video dynamics of professionally-produced video and user-generated content, the NDP experience will be unrivaled within the sport.

“Our goal at NDP has always been to provide an A+ experience to all of our participants,” says Brian Tatum, NDP’s Director of Operations. “The partnership with SportZu takes it to a whole new level that was previously unimaginable.”

For SportZu, NDP’s national footprint in the lacrosse marketplace was a driving force in establishing the relationship.

“We at SportZu are very excited about our partnership with NDP Lacrosse,” says David Ehrlich, CEO of SportZu. “NDP is a perfect extension for SportZu.tv's youth audience and with NDP's growth and expertise; we see a terrific pathway to growing, entertaining and uniting the lacrosse audience across the country.”

An NDP channel, just launched on SportZu ([www.SportZu.tv](http://www.SportZu.tv)), already includes introductory tournament-based video. Additional video will be released in December in the weeks leading up to the Dick’s Sporting Goods Tournament of Champions, the boys’ high school club lacrosse national championship.

Future NDP content will include: lacrosse tips from professional players for beginner to advanced skill levels; national contest video diaries; road trips from tournament teams; college recruiting assistance and much more.

“The platform that SportZu provides, from streaming video to its online community infrastructure, will allow us to continue to position the NDP brand at the forefront of the lacrosse industry,” says Tatum. “What we roll out in the upcoming weeks and months will blow lacrosse coaches and players away. Stay tuned.”

- NDP -

### **ABOUT NDP LACROSSE**

NDP Lacrosse, the sport's premier national tournament facilitator, has been managing lacrosse tournaments for pre-collegiate boys' and girls' teams since 2005. Owned and operated by Kroenke Sports Enterprises in Denver, NDP tournaments have experienced exponential growth on an annual basis. Each January, NDP Lacrosse crowns a high school club national champion at the elite and rising stars levels at the Dick’s Sporting Goods Tournament of Champions.

*ABOUT SPORTZU*

The SportZu.tv Network is a series of interactive video communities focused on educating and entertaining youth sports coaches, parents and athletes. SportZu.tv believes in the power of amateur sports and as part of the commitment to the advancement of amateur sports, SportZu.tv will donate 5% of all net profits to amateur sports-based charities each year.