

FOR IMMEDIATE RELEASE

Former KSE Head Bridging the Communication Gap between Professional and Amateur Sports

DENVER, CO – David Ehrlich, President of IM&I and former EVP of Kroenke Sports Enterprises, has been spending his time lately playing on the internet. Under the name, SportZu.tv and through IM&I, Ehrlich has partnered with SportsHD Productions to create a new online venture he believes will change the landscape of sports in Colorado and North America. Ehrlich has assumed the leadership role as CEO to guide the vision and operations of this new frontier in sports entertainment, education and interaction.

Ehrlich explains, “As a parent and father of young athletes, I wanted a safe place for my kids and I to learn, post photos and video, find others with similar interests and have a communications platform with their coaches and other parents.” Titled a video sports community, SportZu.tv combines and connects professionally produced video, professional teams and athletes with youth sports participants and their user-generated content. “KSE was the first group we talked to because I know how great the teams and executives are to work with. I hoped that they would support a new media effort to support youth sports – and they did.” SportZu.tv serves as a resource to help athletes, coaches, referees and parents communicate, learn and connect with other like-minded members in a video based interactive community. “SportZu.tv is positioned to address a gap in the recent proliferation of social networks to provide an interactive community based upon youth sports and professional athletes and teams. Think of it as a safer combination of Facebook or MySpace and YouTube for the greater sports community.”

Ehrlich and SportsHD Productions have lined up an impressive list of high-profile launch content partners including Altitude Sports and Entertainment, Colorado Crush, Colorado Fusion, Colorado Mammoth, Colorado Rapids, Denver Outlaws, Gold Crown Foundation, Mile High Sports and REAL Colorado.

SportZu.tv is free to use with plans to launch nationally and internationally this summer. Learn more about SportZu.tv at www.SportZu.tv

ABOUT SPORTZU.TV

SportZu.tv was founded in 2007 by Youth Sport TV, LLC to provide players, coaches, referees and parents a safe online community to educate, entertain and house the ultimate collection of amateur and professional sports videos. 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.

ABOUT INTERACTIVE MARKETING & INNOVATION

Interactive Marketing and Innovation (IM&I) works with clients to generate revenue, grow audiences and reduce marketing costs through innovative operating strategies, media partnerships and marketing platforms. Through proprietary strategy and tracking applications, IM&I accurately measures marketing and operating efforts and guiding the decision-making process from planning to implementation to evaluation. Drawing from the diverse professional experience of its executives, IM&I improves marketing and operating results with targeted creative thinking and flawless execution.

ABOUT SPORTSHD PRODUCTIONS, INC

SportsHD Productions, Inc. was launched as the nation's first sports-based high definition television production company. The company creates high-quality sports programming in both High Definition and Standard Definition. In addition to television productions, we also produce content for online, mobile and podcast distribution. SportsHD specializes in “docu-sports” projects that combine the best of documentary and traditional sports programming. SportsHD features capture the drama, competitor interaction, and physical, mental and emotional ups and downs of athletic competition. SportsHD's access to key figures in the sports world—combined with the intimacy HD technology allows—permits viewers to “Get Inside” the world of sports like never before.

Logos, descriptions, biographies and press releases for the media can be found at <http://sportzu.tv/content/mediacenter>

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