

# ***SportingNews***

## **SportingNews.com to Re-launch as Sporting News Feed, Focus on Breaking News** *Sporting News to launch with Yahoo! Sports as exclusive distribution partner and extensive Facebook Integration*

New York – August 17, 2010 – Sporting News announces the re-launch of SportingNews.com as a new content distribution platform, branded Sporting News Feed. Launching today with Nationwide Insurance as launch-day sponsor, the new site will focus exclusively on in-depth coverage of breaking news and trending topics in Sporting News' seven core sports: MLB, NFL, NBA, NHL, NCAA Basketball, NCAA Football and NASCAR. For avid sports fans, Sporting News Feed will make it easy to get up-to-the-minute perspective on major stories including original reporting and real-time video as well as curated recommendations to the best related content available across the web. The site has also been constructed to allow fans to follow stories over time – including one-click timelines around the major milestones of evolving stories.

Yahoo! Sports will have the exclusive right to distribute Sporting News Feed content on a national basis, thus becoming an important traffic partner and driving fans deeper within Sporting News Feed content for additional insights and commentary on the top stories of the day. Digital aggregation innovator, PublishThis, has built a custom tool for Sporting News editors to package related links from around the world of sports, a complement to the original multi-media reporting from Sporting News' award-winning editorial team.

Sporting News Feed will connect fans through direct integration with popular social media platforms. The site will utilize a vast array of Facebook social plugins including Like buttons on story, sport, player and team pages and Activity Feed plugins showing users what stories their friends are sharing as well as the most popular articles on the site. In addition, Twitter, Yahoo! Buzz and Rowdy.com will provide additional opportunities for fans to interact with their friends in valuable conversations as they follow stories of mutual interest.

In an effort to deliver avid sports fans an immersive experience around the key news of the day, a major point of emphasis on the new site will be breaking news video. Produced in partnership with CineSport, the leading producer of syndicated sports video highlights and commentary in the US, delivering an average of 13MM unique visitors per month (comScore), Sporting News writers and other national and local insiders will offer their immediate insights as well as direct interaction with players, coaches and executives around the major stories of the day.

Advertising opportunities surrounding Sporting News Feed will include standard IAB units, custom rich media and compelling video opportunities including pre-roll and companion advertising. SportingNews.com can also guarantee unique reach into its avid sports fan base with a custom Surround Session opportunity, complete ownership of the Sporting News Feed entry page as fans follow a topic, wherever they enter the site. Sporting News Feed was designed by Omnigon.

"Sporting News Feed will deliver avid sports fans the most comprehensive destination in the US to follow the biggest sports stories of the day in our seven core sports," said Benson Taylor, Managing Editor of Sporting News Feed. "Our reporters and editors will do the heavy lifting for fans, providing context around these stories through our original reporting and curating recommendations to the best related content from across the web, including our competitors."

"Our goal in re-launching SportingNews.com and creating Sporting News Feed is to change the way avid fans follow breaking stories—we're re-emphasizing the 'news' in Sporting News in a real-time, multi-media approach," said Jeff Price, President and Publisher of Sporting News. "We're also looking forward to working with CineSport, extending our sales relationship with their industry-leading sports video syndication network to deliver unique video advertising solutions on

Sporting News Feed. When sports fans and advertisers think about what we're doing, it is essentially an ESPNNews 2.0 offering on the web for avid fans."

"SportingNews.com has been a long-time content partner of Yahoo! Sports, and we believe Sporting News Feed will continue to provide timely news and information about the stories our users care about most," said Kyle Laughlin Head of Sports at Yahoo!.

"By integrating with Facebook social plugins, Sporting News is providing sports enthusiasts with a customized experience and real-time updates on the latest news in sports," said Justin Osofsky, who leads media partnerships for Facebook. "Whether watching with friends or wearing your team jersey, sports have always been inherently social. By building with Facebook, now Sporting News is now bringing that social context to their website."

"Online and mobile consumption of information is clearly moving away from a text-only model in favor of one that is anchored by video," said CineSport CEO Gregg Winik, "Sporting News Feed will give fans instant access to premium sports content in a compelling, multi-media presentation."

"With the Sporting News Feed, Sporting News will deliver sports fans a unique 360 degree view of the best sports content across the web," said Matt Kumin, CEO of PublishThis. "We are thrilled to have Sporting News as an initial launch partner utilizing our next-generation publishing platform to power the Sporting News Feed as part of this exciting new digital chapter in their long history."

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**About Sporting News:**

Founded in 1886, *Sporting News* is a multi-media company catering to avid sports fans. Its content is available through a bi-weekly publication, *Sporting News Magazine*; the world's first and only daily digital sports publication, *Sporting News Today*; the online source for real-time, breaking sports news and information, SportingNews.com; the ultimate premium destination for fantasy content, tools and information, Sporting News Fantasy; a video and community-based website, Rowdy.com; and 11 annuals covering all major sports. *Sporting News* also serves as the national sales representative for CineSport, the leading video reach vehicle in the sports category. *Sporting News* is a division of American City Business Journals, Inc., publisher of 41 city business journals, *Sports Business Journal*, *Sports Business Daily*, *NASCAR Illustrated* and *Inside Lacrosse*.

**About PublishThis:**

PublishThis provides an innovative on-demand publishing solution for digital businesses which revolutionizes the collection and delivery of relevant, real-time aggregated content. The company's new SaaS-based platform gives marketers, publishers and editors better ways to discover, curate, socialize and distribute content while making it easy for web users to follow their favorite topics to get the best content on the web, whenever and wherever they want. PublishThis is based in Los Angeles, California and led by an experienced team who've built leading websites and products for companies like Edmunds.com, Blue Nile and IAC. To learn more about how leading media companies and marketers are leveraging the PublishThis platform, visit <http://www.publishthis.com>.

**About CineSport:**

CineSport LLC is an innovative web video producer and syndication company. The company's sports content includes local and national league-licensed sports highlights, features, and in-depth local sports reports produced in association with its media partners. CineSport is syndicated to over 65 media web sites including 30 newspaper sites. In January 2010, CineSport became #1 in comScore's Video Metrix sports category with 13.9 million Unique Viewers. For more information; [www.cinesport.com](http://www.cinesport.com)

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