



FOR IMMEDIATE RELEASE

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## COLORADO HIGH SCHOOL CHAMPIONSHIPS RETURN TO ROOT SPORTS

**Network to showcase 4A & 5A Colorado Football and Basketball Title Games**

**ROOT SPORTS™** will be the destination for Colorado's marquee high school sports showdowns in 2011 and beyond; it was announced today by Tim Griggs, ROOT SPORTS Senior Vice President/General Manager, CHSAA Commissioner Paul Angelico, and When We Were Young/PlayOn! Sports (CHSAA.tv) President Tim Eichorst.

"**ROOT SPORTS** is proud to again be the home for Colorado high school football and basketball," said Griggs. "Our passion and commitment to providing our fans with the best viewing experience in the region match the competitiveness and quality of the high-caliber players on the field again this fall."

ROOT SPORTS (formerly FSN Rocky Mountain) was the exclusive home of CHSAA 4A and 5A football and basketball championships from 2006 to 2008.

"This agreement is a major step in the broadcast plans for the Association. The advent of CHSAA.tv last year and the return to live television broadcasts for some of our most popular events allows us to showcase the talents of the young people in our state," Angelico said. "The more recognition we can provide our participants, the greater impact these activities have in a young person's life."

"The partnership with **ROOT SPORTS** is a key element to the continuing development of a broad linear and digital content strategy with CHSAA. These games will be broadcast live and are really an extension of the regular season commitment **ROOT SPORTS** has made to Colorado," Eichorst said. "We are excited to begin this relationship because of the strength and quality of **ROOT SPORTS**, the CHSAA, and CHSAA.tv in the state. Our goal is to continue to expand what we offer through CHSAA.tv and linear television."

The regional sports network's coverage of Colorado High School football will include six regular season games and two playoff games, in addition to the two championships. The telecast schedule will kick off on September 29 LIVE at 7:30 p.m. with Mullen at Bear Creek. The season will culminate with the doubleheader 4A and 5A Championships from Sports Authority Field at Mile High Stadium in Denver on December 3.

The CHSAA State Basketball Championship finals are slated for Friday, March 9, 2012 (4A, 5A Girls) and Saturday, March 10 (4A, 5A Boys).

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**ROOT SPORTS™** (formerly FSN Rocky Mountain) is the cable home of the Colorado Rockies, Utah Jazz, University of Colorado, University of Denver, Pac-12 Football & Basketball, and Big 12 Football & Women's Basketball. The network reaches more than 2.7 million viewers across nine states and delivers more than 350 live events each year – all of which are also available in high definition.

**ROOT SPORTS™** is owned and operated by DIRECTV Sports Networks LLC, which operates regional sports networks in the Northwest, Pittsburgh and Rocky Mountain regions. The three networks combined reach more than 8.7 million viewers across 18 states and own exclusive programming and distribution partnerships with more than 25 teams and conferences. DIRECTV Sports Networks is a controlled subsidiary of DIRECTV, the world's most popular television service.

**THE CHSAA** - The Colorado High School Activities Association is an association of 340 member schools and is the single trusted authority for high school activities and athletics for 188,000 student participants, providing rules for safety and fair play, uniting organizations and communities across the state in support of its member schools' academic missions.

**When We Were Young Productions** and **PlayOn! Sports** manage the production and distribution experience of When We Were Young Productions (WWWYP), the technology platform of PlayOn and the high school association relationships of each company. PlayOn and WWWYP currently partner with eight state high school athletic associations encompassing two primary areas: 1) production, distribution, and monetization of post-season events through television and the Internet; 2) access to PlayOn's proprietary technology platform to member schools for self-production of regular season events.