



for the love of the game

POP WARNER TEAMS WITH WEPLAY AS A FOUNDING PARTNER

Leading National Sports Organization Names Weplay Their Official Social Networking Platform

New York, NY– July 16, 2008 – Weplay, (<http://www.weplay.com/>) the first online youth sports community that connects kids, parents, coaches, and professional athletes announced a three-year partnership today with **Pop Warner Little Scholars, Inc.**, the nation's largest and oldest youth football, cheer & dance organization. The exclusive partnership makes weplay the official social network service provider and partner of Pop Warner.

"Weplay is proud to partner with Pop Warner, an organization that has a long and storied history as the leading youth football and cheerleading program nationwide. We are excited to provide our unique web-based service that everyone in Pop Warner can use to enhance their experience", said **Steve Hansen**, CEO of weplay. "Teaming up with like-minded organizations such as Pop Warner greatly expands our reach and furthers our goal of helping to grow participation and satisfaction levels within the youth sports community nationwide."

As a part of the partnership, weplay will provide a social utility platform that will allow any Pop Warner player, cheerleader, parent or coach the ability to create a unique profile, connect with each other, share pictures and videos, create blogs and more. Coaches, parents and administrators can also create groups for teams and squads to facilitate communication, share media, and enhance the relationships they make on the fields.

"We are excited to be one of the first national youth sports organizations to provide a full featured social web platform for our members. Weplay is a safe and family friendly way for our members and volunteers to connect and interact with the each other year round. It also provides an excellent opportunity for us at the national office to communicate and stay connected to our Pop Warner community of over 1,000,000 kids, parents, coaches, volunteers and fans nationwide. It will be a fun and useful service for everyone" stated Jon Butler, Executive Director of Pop Warner Little Scholars, Inc

About weplay

Weplay is an online youth sports destination that unites kids, parents, coaches and professional athletes. Our mission is to enable and enhance the joy of sports for kids, families, coaches and fans both online and on the field, by creating a community that is fun and safe, and allows users to connect, share, and learn. Weplay unites the youth sports community with *weplay pros*--role models like Derek Jeter, Peyton Manning, LeBron James, Jennie Finch, Tony Parker and many others--to encourage kids to keep playing, improve their game, and reinforce the values of teamwork, self-esteem and perseverance. Using the latest multimedia technology, young athletes can create profiles, blogs and fan clubs, connect with friends, play games and create a highlight reel (coming soon). Parents and coaches can also communicate directly with each other, and access practical information such as practice schedules and weather updates. Weplay is fully customizable to the needs of each member and encourages children *online* to act and achieve *offline*.

Weplay is backed by CAA Sports, a division of Creative Artists Agency, Major League Baseball Advanced Media, FirstMark Capital and iconic athletes Derek Jeter, LeBron James, Peyton Manning, Tony Parker, Shaun Alexander, Ryan Howard, Jennie Finch, Brandi Chastain, Summer Sanders and Sheryl Swoopes.

We play...for the love of the game. Visit us at www.weplay.com

About Pop Warner

Founded in 1929 and headquartered in Langhorne, P.A., Pop Warner Little Scholars is the largest national youth football and cheerleading organization in the United States and the only youth sports organization that emphasizes academics as a prerequisite for participation. Currently there are over 400,000 children in Pop Warner organizations in 43 states, Guam, Scotland, Germany, Russia, Japan and Mexico. The NFLPA estimates that 70% of all current NFL Players got their starts in Pop Warner programs. For more information on Pop Warner and its programs visit www.popwarner.com.

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