



US BOWLING CONGRESS TEAMS WITH WEPLAY AS NEWEST FOUNDING PARTNER

Leading National Sports Organization Names Weplay Their Official Online Community and Social Networking Platform

New York, NY– Aug 26, 2008 – Weplay, (<http://www.weplay.com/>) the first online youth sports community that connects kids, parents, coaches, and professional athletes announced a multi-year partnership today with the **US Bowling Congress (USBC)**, the national governing body for the sport of bowling. The exclusive partnership makes weplay the official online community and social network service provider of the USBC.

“Weplay is proud to partner with the US Bowling Congress, the leading organization in the sport of bowling. Programs run by the USBC bring millions of bowlers, families and friends together each year. Weplay is all about enhancing and expanding those relationships, so it is a natural fit”, said **Steve Hansen**, CEO of weplay. “Being chosen by a leading organization such as USBC, demonstrates the appeal that weplay’s communication and marketing platform has for sports organizations looking to not only form deeper connections to their members, but expand their organization’s reach.”

As a part of the partnership, weplay will provide a social utility platform that will allow any bowler, 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 youth program administrators can also create groups for bowling teams and leagues to facilitate communication, share media, and enhance the relationships they make on the lanes.

"The weplay site offers tremendous opportunities for youth bowlers, families, coaches, centers, high schools, colleges, and program directors," said Brian Graham, USBC's Director of Youth Development. “Having a comprehensive social web platform will allow our members, volunteers, and others in the bowling industry to connect, communicate, and share in new and exciting ways. In addition, weplay provides us at the national office with an additional means of communicating and connecting to our members locally.”

About weplay

Weplay is an online youth sports community that provides a safe place for kids, parents, coaches and organizers involved with youth sports to connect, create, share and stay organized. Using the latest multimedia technology, users can create profiles, blogs and fan clubs, play games, “friend” pros like LeBron James, Derek Jeter and Peyton Manning, and connect with teammates. In addition, parents and coaches can use weplay to organize their schedules, share pictures and videos, and communicate information such as practice dates and changes more effectively. 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.

Visit us at www.weplay.com

About United States Bowling Congress

The United States Bowling Congress is the national governing body for bowling as recognized by the United States Olympic Committee. USBC ensures the integrity and protects the future of the sport, provides programs and services to nearly 2.5 million adult and youth members. For more information on USBC and its programs visit www.bowl.com

###

Press Contacts:

The Morris + King Company
Justine Sacco / Chris Macowski
212-561-7467 / 212-561-7459
justine.sacco@morris-king.com
chris.macowski@morris-king.com

US Bowling Congress
Jason Overstreet
414-423-3406
Jason.Overstreet@bowl.com