
NEWS RELEASE

AIA and MaxPreps.com Sign Multi-Year Agreement

High School Sports Leader Offers Advanced Technology and Enhanced Sports Coverage

PHOENIX, AZ (February 3, 2012) – The Arizona Interscholastic Association and MaxPreps.com, the online high school sports leader and a CBSSports.com site, have signed a partnership agreement for the next five years, AIA officials have announced. The selection of MaxPreps.com as the Association's "Official Statistician and Digital Media Partner" will give AIA member schools a single location to report game statistics.

MaxPreps.com provides schools with a publishing platform for managing and promoting their sports information. The platform includes mobile extensions that allow schools to keep their statistics in real time. The AIA will use the data collected from the MaxPreps.com platform to power their online record book and to drive their statewide statistical leaderboards at AIA365.com. Schools will be required to post their statistics to MaxPreps.com after each contest in order to be recognized as the official AIA stats for state and national recognition.

In addition to statistical data, MaxPreps.com will provide AIA with rosters and feature stories that will feed the school specific pages of AIA365.com. AIA365.com will provide content to MaxPreps.com including schedules, results, power rankings, feature stories and more.

"This relationship is the first of its kind in the country promoting our students and schools locally, statewide and nationally," AIA Associate Executive Director Chuck Schmidt said. "We are excited about the partnership and look forward to working with MaxPreps.com to not only enhance the content of AIA365.com, but on promoting Arizona high school athletics on many different levels."

MaxPreps.com, the nation's most visited site for high school sports information and results, has been on the prep sports scene since 2002 and successfully partnered with other state athletic associations.

"MaxPreps.com and the Arizona Interscholastic Association will be able to elevate the game for high school athletes. Between MaxPreps.com's incomparable stats and communications tools for coaches, players and parents and AIA365's amazing video and editorial coverage, Arizona high school student athletes may enjoy the most comprehensive media coverage in the entire country," said Andy Beal, MaxPreps.com Founder and President. "We look forward to our official relationship with the AIA and stand ready to serve its member schools."

Founded in August 2002, MaxPreps.com is headquartered in Cameron Park, California and is a unit of CBS Interactive. For more information about MaxPreps.com and for the latest high school sports news, scores, and expert analysis, please visit maxpreps.com, and be sure to visit AIA365.com for additional news, scores, live and on-demand broadcasts, schedules, power rankings, and more.

About the Arizona Interscholastic Association:

The AIA is voluntary association of public and private Arizona high schools. Since 1913, the organization has created and sustained interscholastic activities that encourage maximum student participation by providing AIA member schools with an even playing field to ensure fair and equitable competition. The

AIA believes that providing interscholastic activities for Arizona high school students creates personal development opportunities with a balanced focus on academics and extracurricular activities. Through its 272 member schools, the AIA reaches more than 95,000 participants in high school activity programs. The organization hosts 4000 championship contests and maintains officiating for more than 45,000 regular season games. For more information, visit www.aiaonline.org and www.aia365.com

About MaxPreps.com

MaxPreps.com is the leading online high school sports destination, offering the most comprehensive high school sports coverage, with the latest news, analysis, rankings, and streaming content. MaxPreps.com aspires to cover every high school team, game, and player by partnering with over 40,000 coaches throughout the country.

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