



VarVee Wins CHSAA Endorsement Across All Sports!

All Colorado high school athletics will now use VarVee SaaS service

DENVER, Colo., July 30, 2009 – The Colorado High School Activities Association (CHSAA) has selected VarVee, an online stat collection and reporting service for high school sports, as the system of record for all Colorado high school athletics. CHSAA's positive experience with VarVee's easy to use interface and responsiveness over the last year were key elements for their selection of VarVee for all sports. VarVee's focus on supporting all high school sports from the highly recognized to the underserved through its unprecedented collection and distribution of statistical data was also key to the decision making process.

"After our partnership with VarVee during the last school year on select sports, the feedback was overwhelmingly positive from the coaches and athletic directors across the state. We are excited about growing our relationship with VarVee and endorsing their service across the state and across all Colorado high school sports. They have been very responsive and flexible to work with accommodating our needs as an association and those of our coaches," said Rhonda Blanford-Green, CHSAA assistant commissioner and corporate relations administrator.

Ray Dowdle, Chief Operating Officer, VarVee, LLC, who leads VarVee's focus on the high school community commented, "CHSAA has been fantastic to work with and we have created a real win-win partnership. We are fully engaged with the entire high school athletic ecosystem."

VarVee, unlike other sports reporting services, works closely with its media partners to present rich statistical data across all sports on the media websites. VarVee does not maintain a proprietary reporting website, instead they deliver broad value through partnering with media outlets. VarVee's approach highlights underserved communities and sports alongside more recognized names. The most viewed items on the media websites are the team, conference, and athlete leader boards compiled from data across the state.

"Our goal is to super-serve the local high school community with the "best-in-class" data tools in the same way that MLB.com and collegiate athletics support their teams and coaches." said Stephen Cunningham, Chief Executive Officer, VarVee, LLC. "The endorsement from CHSAA is a great step in us providing our benefits to the broader Colorado high school community of parents, coaches, fans, and athletes."

About VarVee, LLC

VarVee, LLC, located in Denver, CO, provides software as a service (SaaS) to make it easier for coaches to record game statistics and automatically distribute box scores to media outlets and supporters across 20 high school sports. VarVee was founded in August 2007 with the concept of embracing the coaches' challenge of collecting and reporting game time statistics. From inception, VarVee beta tested their software approach successfully across multiple sports and officially launched in March 2009.

www.varvee.com

About CHSAA

In pursuit of excellence, the Colorado High School Activities Association strives to create a positive and equitable environment in which all qualified student participants are challenged and inspired to meet their highest potential.

www.chsaa.org

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