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FOR IMMEDIATE RELEASE

ON COURT PLAYER DEVELOPMENT® TO CHANGE THE FACE OF BASKETBALL

A new and virtual approach to grassroots basketball

ATLANTA (November 11, 2008) — A new system for basketball is being launched that could change the way the game is taught, played and organized at the youth through high school levels. This week, On Court Player Development® (www.oncourtonline.com) announced the launch of its nationwide basketball platform, which combines online elements, certification programs, events, clinics, partnerships with local recreational programs and the creation of basketball academies around the country.

“For the past seven years we have worked with thousands of players and coaches to refine On Court Player Development®,” said Pat Alacqua, whose venture resource firm, Blue Magnet Partners, has been central to launching On Court Player Development®. “Now we are ready to share our knowledge with the rest of the basketball world. The best part is that we have integrated everything from online social networking to academies to events, so we have a comprehensive approach to a sport that has been incredibly fragmented.”

Programs are designed or approved by a highly respected advisory team, which includes **Herb Brown**, assistant coach, Charlotte Bobcats; **Dan Bonner**, CBS NCAA basketball analyst; **Mark Price**, former NBA All-Star; **Bob Rathbun**, FOX Sports South/Atlanta Hawks Play-by-Play; **LaVon Mercer**, University of Georgia MVP and Israeli basketball legend; **Duane Ferrell**, former 11-year NBA player; **Jackie Ansley**, former NCAA basketball star and international performance training specialist; **Joe Forte**, NBA referee; **Jan van Breda Kolff**, former NBA player and NCAA coach; and **Kevin Cantwell**, former associate head basketball coach, Georgia Tech.

“Everyone wants to play games, but kids need development when it comes to the sport of basketball,” said Price. “On Court Player Development® has a solution that focuses on improving skills through fundamentals.”

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On Court Player Development® provides parents, athletes and coaches with knowledge, advice, drills and programs from some of the game's best minds. One of the strongest components of the program is its online learning platform.

“We have connected online technology with hands-on sports programming in a new and exciting way,” added Alacqua. “For example, our Virtual Trainer, an online training companion, enables users to download and watch videos that teach and stress fundamentals year-round. Our strategy is to build a bridge for a new generation of basketball players.”

Recent research provided by the National Sporting Goods Association on Sports Participation shows that involvement among boys and girls in the United States has dropped 17 percent over the past two years. The research, which was compiled from 1997 through 2007, also indicates that this number will continue to decline two percent annually.

“Today, the sport of basketball doesn't support what is best for the development of players' skills and values,” said On Court Player Development® CEO Mike Eddy. “The game has become so fragmented on a grassroots level, a huge void has been created. On Court Player Development® is realigning the various basketball interests to put the game back on the right track.”

About On Court Player Development®

On Court Player Development® is a cooperative approach to fixing the problems that are challenging grassroots basketball by restoring the original intention of sports participation, character building, life lessons and the fundamentals of the game, in communities across the country. For more information visit www.oucourtonline.com

About Blue Magnet Partners

Blue Magnet Partners is a venture resource firm that provides small companies from start-up entrepreneurs to fast growth enterprises with a unique, self-directed, business-building system integrating the power of successful partnership along with proven resources that grow companies and create ownership value. For more information visit www.bluemagnetpartners.com

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