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**Blue Magnet Partners  
Creates Technology Partnership with Endavo Media**

**On Court Player Development® will be the first Blue Magnet Partners Company to  
take advantage of the new web based video technology**

ATLANTA (January 12, 2009) – Blue Magnet Partners is teaming up with Endavo Media in a partnership that will help deliver cutting edge content management solutions and technology for all Blue Magnet portfolio companies. Blue Magnet Partners leverages and provides resources, skill sets and systems that small companies typically cannot access or afford.

Endavo Media provides a hosted platform for Internet TV, enterprise video, social media and IPTV. The media management and distribution system offers high quality live and on-demand delivery of video, audio and pictures. Content is delivered through brandable players, Web sites and user interfaces, across the social Web and to consumer broadband devices, including portable media players, mobile phones and set-top boxes.

“This partnership will integrate the Endavo platform into the solutions offered by our tech team for all our portfolio companies. We will have the expertise to present cutting edge content for all the businesses we work with,” said Blue Magnet Chairman and CEO Pat Alacqua. “We believe businesses must develop online content development and delivery models to successfully access and service worldwide markets. You don’t have to be a big company to compete worldwide. The creative use of technology is a true competitive advantage.”

On Court Player Development® will be the first Blue Magnet Partners company to take advantage of the new technology partnership with Endavo Media. The Web site ([www.uncourtonline.com](http://www.uncourtonline.com)) provides parents, athletes and coaches a world of basketball knowledge, advice, drills and programs from some of the game’s best minds. The site gives access to a wealth of technological and online communications vehicles, including the Virtual Trainer, an online training companion that enables users to download and watch videos that teach and stress fundamentals 365 days a year.

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“The content management solutions provided by Endavo will help us deliver in a variety of interesting ways, from user generated online television channels, to social networking, and applications on video and mobile devices,” said Mike Eddy, CEO of On Court Player Development®. “It really puts us on the cutting edge of technology and broadens our expertise in content delivery and management.”

“We are really excited about this partnership, as it will enable both companies to grow together,” says Paul Hamm, CEO of Endavo Media. “Our combined expertise will be unlike anything out there for today’s basketball enthusiast. We look forward to supporting the growth plans for all of Blue Magnet’s companies and opportunities.”

### **About Blue Magnet Partners**

Blue Magnet Partners LLC is a venture resource firm that provides small companies from start up entrepreneurs to fast growth enterprises with a unique, self-directed business building systems that harness the power of successful partnerships along with proven resources that grow companies and create ownership value.

For information, visit [www.bluemagnetpartners.com](http://www.bluemagnetpartners.com)

### **About Endavo Media**

Endavo Media is an innovative technology company that has built a turnkey and cost-effective digital broadcast service platform, which includes a hosted multi-platform media management system, brand-able multi-format video players, and a content delivery network that seamlessly enables complete management, distribution, and monetization of digital content and rich media environments. For more information, visit [www.endavomedia.com](http://www.endavomedia.com)

### **About On Court Player Development®**

On Court Player Development® is a systemic 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.oncourtonline.com](http://www.oncourtonline.com)

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