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ALABAMA SOCCER ASSOCIATION AND BLUE STAR SPORTS ANNOUNCE TECHNOLOGY PARTNERSHIP

Leading Sports Technology Provider Named as a Technology Partner to the Benefit of Alabama Soccer Member Leagues and Clubs

Birmingham, AL – Alabama Soccer Association announced a long-term technology partnership beginning with the 2018-2019 seasonal years with Blue Star Sports, the largest and fastest-growing global provider of sports technology, leveraging the U.S. Soccer Connect platform to benefit Alabama’s member leagues and clubs. By leveraging U.S. Soccer Connect, a data and technology solution for leading associations that streamlines and improves connectivity and communication with its membership, Alabama is on the cutting edge of new technology-driven engagement with its membership.

Through integrated web and mobile platforms developed by Blue Star Sports, Alabama Soccer Association will provide its members with a significantly simplified player registration process and adherence to the required standards for FIFA Connect and the International Clearance Certificate (ITC) process. The system will also provide members with a seamless integration with platforms such as U.S. Soccer’s National Data Center and Digital Coaching Center. The partnership will begin with Blue Star Sports providing a comprehensive and unmatched suite of products serving the Alabama Soccer Association community including dynamic websites, streamlined online registration and payments, event, team and roster management, scheduling, communications, video analysis and back office management. *As part of the partnership with Alabama, these products will be free or at a significantly reduced rate to its member leagues and clubs.*

“Our goal at Blue Star Sports is to revolutionize youth sports and build technology solutions that were never thought possible just a few years ago in partnership with leading youth sports organizations,” said Matt Moran, Executive Vice President of Blue Star Sports. “The alliance with Alabama Soccer Association to provide U.S. Soccer Connect to its membership is a dynamic example of what can happen when two leaders come together to change the game.”

“Alabama Soccer Association is pleased to partner with a technology company that has the vision and capacity to help us grow the game,” said Jennifer Pfeiffer, Executive Director of Alabama Soccer Association. “An important feature is that this partnership helps us align our technology interests with the U.S. Soccer Federation technology for a more seamless process from the time a player registers, to when data is delivered to the national governing body for our sport. In addition, with the suite of products available to our member leagues and clubs, Blue Star has been able to address our need on providing incredible value to our membership as we head into 2018 and beyond.”

About Blue Star Sports

With over 45 million users in 32 countries, Blue Star Sports is the global leader in sports technology providing an integrated technology platform for national governing bodies, youth sports leagues, clubs and associations. Leading companies in the Blue Star Sports portfolio include Bonzi, Pointstreak, Goalline, PrimeTime Sports, SDI Camps, LeagueLineup, RaceWire, Bigfoot Hoops, GroupNet Solutions, Krossover, CaptainU, Student Sports, GlobalApptitude, SportsTG, STACK, On The Mark Sports, Amazing Race Timing, Rogue Multisport, Skyhawks, eCamps, TEAMINN, CrazyRaise and Eclipse Timing. Blue



Star Sports is headquartered in Plano, Texas and backed by Genstar Capital, the NFL's 32 Equity, Jerry Jones of the Dallas Cowboys, Providence Equity and other leading sports and technology investors. To learn more about how Blue Star Sports is transforming the sports experience, please visit <http://www.bluestarsports.com>.

To learn more about how U.S. Soccer Connect can help your club, league or referee chapter, contact Info@BlueStarSports.com or call 866-892-0777.

About Alabama Soccer Association

Alabama Soccer Association is a non-profit organization founded in 1980 that serves 27,000 players, coaches, administrators, and volunteers throughout the state of Alabama. Alabama Soccer Association is a proud member of the US Soccer Federation and US Youth Soccer. Alabama Soccer programs provide a fun, safe and healthy environment for players at every level of the game

To learn more about Alabama Soccer Association, please visit www.ALSoccer.org.