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CONNECTICUT JUNIOR SOCCER ASSOCIATION AND BLUE STAR SPORTS ANNOUNCE LONG-TERM TECHNOLOGY PARTNERSHIP

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

Farmington, CT – Connecticut Junior Soccer Association announced a long-term technology partnership with Blue Star Sports, the largest and fastest-growing global provider of sports technology, leveraging the U.S. Soccer Connect platform to benefit CJSA's member clubs and leagues. By leveraging U.S. Soccer Connect, a data and technology solution for leading associations that streamlines and improves connectivity and communication with its membership, Connecticut is on the cutting edge of new technology-driven engagement with its membership.

Through integrated web and mobile platforms developed by Blue Star Sports, Connecticut Junior Soccer Association will provide its members with a 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 Connecticut Junior Soccer Association community including dynamic websites, streamlined online registration and payments, event, team and roster management, scheduling, communications, video analysis and back office management.

"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 Eric Frazier, President of Blue Star Sports. "The alliance with Connecticut Junior 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."

"As a leader in the soccer marketplace, Connecticut Junior Soccer Association is pleased to partner with a technology company that has the vision and capacity to help us grow the game," said Josh Krusewski, Executive Director of Connecticut Junior 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."

About Blue Star Sports

With over 45 million users in 32 countries, Blue Star Sports (BSS) is the global leader in youth sports management providing a complete innovative technology platform for national governing bodies, youth sports leagues, clubs and associations. Companies under the Blue Star Sports platform 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, Regatta Central, and Rogue Multisport. Blue Star Sports is headquartered in Frisco, Texas and backed by Jerry Jones of the Dallas Cowboys, Providence Equity and Genstar Capital. To learn more about how Blue Star Sports is revolutionizing youth sports management, 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 Connecticut Junior Soccer Association

The Connecticut Junior Soccer Association (CJSA) is an affiliate of the United States Soccer Federation (USSF) and United States Youth Soccer (USYS). It is also subject to the authority of the Federation Internationale de Football Association (FIFA).

CJSA membership is open to all soccer players, coaches, trainers, managers, administrators in the State of Connecticut. The goal of CJSA is committed to serve and educate its membership through the development, promotion, and administration of youth soccer in the state of Connecticut. For more info, please visit <http://www.cjsa.org/>