

Press Release



“Sports Pool Betting” Fun Finally Comes to Facebook

SportStars—a new social game from Sport77 Media—offers a new Facebook experience for sports fans

LOS ANGELES, Calif., January 30, 2012 – When was the last time that you picked the winners in the football pool at work? What about a soccer pool with friends? Now, with SportStars, you can make your picks with friends on Facebook, anytime, for virtually any game or any sport you want.

Launched today by Sport77 Media, a major player in social media for sports fans, SportStars is a sports pool social betting game that brings the first truly global social experience to sports enthusiasts on Facebook.

Available now on Facebook at <https://apps.facebook.com/sportstars>, SportStars enables fans to interact and challenge each other, anytime and anywhere, on actual, live sporting events, including soccer, football, basketball, baseball, hockey and more. Players of all ages, from anywhere, following any team, can join and experience the thrill of social sports betting, competing to win recognition and “coins” (the game’s virtual currency that is available through the game and Facebook Credits).

“Typically, online sports prediction and wagering is a cold, win/lose experience. For too long, sports fans have been missing out on all of the fun and engagement between participants, which they have come to expect as part of their daily social experience on Facebook,” said Mr. Almog Maya, founder of Sport77. “By bringing new technology to Facebook, SportStars enables sports fans to experience the games they love in new ways with the added fun of actually playing against each other, sharing their thoughts, prediction and emotions with friends in real time. Since most fans already browse the internet as part of their sports-related engagement, we wanted to enhance their experience like never before.”

For the first time, Facebook users can now enjoy the full experience of sporting events via playing against each other, choosing their own matches, and making predictions within the only truly agnostic sporting game platform on Facebook. SportStars players can interact and challenge each other to see who knows best, while they follow game progress and the latest news hot off the wire.

SportStars comes on the heels of Sport77's popular **Sports News Center** (<https://www.facebook.com/SportsNewsCenter>) – the number one sports news application on Facebook with over one million registered users from 60 countries. Sports News Center enables Facebook users to follow any team and athlete with a “24/7” stream of news, tweets, fan forums, blogs and videos.

“Sport events have always been social, full of passion and excitement. Fans share news, their thoughts and emotions about past and future games, day in and day out, in every country of the world. Our offering brings this everyday habit to Facebook. We realized that the combination of sports and social media creates market opportunities with explosive growth potential. Following today's public launch of SportStars on Facebook, we plan to add additional, new functionality, which will further help to create mass communities for virtually any sport or event,” said Ben Reich, Sport77 CEO. “By giving sports fans new ways to interact before, during and after sports events, our products have the potential to engage millions, if not billions of people throughout the world.”

About Sport77 Media

Founded to engage the community of 4 billion sports enthusiasts throughout the world and to capitalize on the trillion dollar global sports business, Sport77 now leads the industry in providing engaging, informative and fun experiences for sports fans everywhere.

Privately funded and backed by prominent international sports and media professionals, Sport77 is managed by seasoned experts in technology, Internet and social media, which also happen to be diehard sports fans. Products include **SportStars** – Facebook's first social sports pool “betting” game; **Sportoro** – the ultimate sports fan online destination, combining social pool betting, news and more; and **Sports News Center** – Facebook's leading sports news application that enables fans to follow their favorite teams and athletes 24/7 within Facebook.

More information about Sport77 Media is available online at www.sport77.net, www.sportoro.com, <https://apps.facebook.com/sportstars> and <https://apps.facebook.com/sportsnewscenter>.

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