



PRESS RELEASE

Coaching Videos Available Through WBCA, Xpressplay Partnership

ATLANTA, Ga. (August 30, 2010) -- The Women's Basketball Coaches Association (WBCA) is proud to announce Xpressplay Online Game Management and Exchange as an official provider partner.

The centerpiece of the partnership is the use of Xpressplay's technology and expertise in filming and editing to provide access to videos of the WBCA's on-court clinics held during the 2010 National Convention in San Antonio, Texas. With nine presentations by top women's basketball coaches, including Jeff Walz (Louisville), Lin Dunn (Indiana Fever) and Agnes Berenato (Pittsburgh), these videos are the cornerstone of the Association's newly re-launched website, www.wbca.org, allowing WBCA members access to professional development year-round.

Beginning in 2010, Xpressplay and the WBCA have teamed up to provide WBCA members and non-members a convenient way to purchase and download their very own copy of these valuable videos, either individually or as a set through Xpressplay's website, www.xpressplay.com. Both individual videos and the entire set are available via downloadable files. A portion of each sale goes to the WBCA's Betty F. Jaynes Internship Program, which gives seven young professionals an opportunity to work in women's sports each year.

"We're proud to be a provider partner of the WBCA and to offer this valuable service," says co-founder Beth Kane. "It's another way we provide online video solutions that enable sports teams to improve their performance. Coaches will have on-demand access to these clinic videos, and can download the ones they want, edit them or use them however they want."

Xpressplay provides video exchange services that enable sports teams to manage their video exchange online and digitally – eliminating form letters, physical media copies, shipping hassles – making opponent scouting faster and more efficient. Xpressplay also offers a video-based recruiting service which enables athletes and their agents to promote themselves through online video.

About Xpressplay

With Xpressplay, coaches manage their game film in a secure online library. With Xpressplay, organizations can get their game film anytime, anywhere. Watch your game film and clips online from the office, the locker room, from home, the dorm or your hotel room. Or, get a copy and take it with you on your laptop, iPod or other portable video device. Xpressplay provides a complete online solution for film exchange -- from pre-season planning and tracking to fast internet exchange.

Xpressplay streamlines the game film exchange process to make getting film faster, easier, and more transparent. Xpressplay makes internet film exchange possible with anyone, in any open video format. Visit www.xpressplay.com for more information.

About the WBCA

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game as a sport for women and girls. For additional information about the WBCA, please visit wbca.org.