



FOR IMMEDIATE RELEASE

DVSPORT Delivers HD Instant Replay to Big Ten Conference Football

Pittsburgh, PA - April 14, 2010 -- DVSPORT, Inc., the leader in state-of-the-art high definition (HD) sports replay technology, announced today its new contract with the **Big Ten Conference** to upgrade all DVSPORT Standard Definition (SD) replay systems in the Big Ten to DVSPORT HD Replay™ systems for the start of the 2010 football season. As part of the agreement, DVSPORT will also provide its SD replay systems to the **Mid-American Conference (MAC)**.

"We feel fortunate to partner with a group of individuals who were not only instant replay pioneers, but who continue to focus on the best interest of the coaches, players, and fans," said Brian Lowe, President and CEO of DVSPORT. "Our replay solution provides superior HD picture quality to assist officials in their pursuit of objective and efficient replay decisions. Since today the Big Ten broadcasts almost exclusively in HD through the Big Ten Network and their broadcast partners, this is a perfect time to upgrade their officiating technology."

The Big Ten was the first collegiate conference to implement instant replay in 2004, and it continues to set the highest standards for its officials as video quality transitions from SD to HD broadcast quality standards.

"We are excited to announce an extension with DVSPORT to upgrade our football instant replay system with high-definition technology beginning with the 2010 season," said Big Ten Commissioner James E. Delany. "The Big Ten was the first conference to experiment with instant replay in college football, and we feel the use of high-definition video will enhance our officiating program for the future. DVSPORT has been a terrific partner and we look forward to continued service and support as we upgrade to the high-definition instant replay system."

The objective of any replay system is to establish indisputable video evidence that will allow the replay official to confirm or overturn the call on the field. The quality of DVSPORT's new technology was reviewed and praised by Big Ten officials at a recent national instant replay conference in Kansas City in March.

"DVSPORT's innovative HD Replay solution enhances the officials' review process for each and every play. The difference in video clarity is exactly what you would expect to see when you upgrade to HD," said Bill Carollo, Coordinator of Big Ten Officials and a former National Football League referee.

"Having been a technology partner to the Big Ten for the last four seasons, together we are poised to deliver the conference's next generation HD instant replay solution," said Lowe.



About DVSport, Inc.:

DVSport has been delivering standard definition replay to college football for the past five seasons, and since 2008, all National Championship, Orange Bowl, Rose Bowl, Fiesta Bowl and ACC Championship games were officiated using DVSPORT's HD Replay™ technology. DVSPORT Replay works with the member institutions and their broadcast partners from ABC/ESPN family, CBS, Fox, NBC, the Big Ten Network and the Mountain to bring instant replay to college football. In 2009, DVSPORT provided instant replay solutions for the ACC, Big East, Big Ten, Mountain West, SEC, Notre Dame, Army, Navy, and NCAA Div. I FCS, Div. II, and Div. III playoffs and championships. DVSPORT also implemented its HD Replay™ technology for regular-season Canadian Football League games, as well as the Grey Cup championship game in 2009.
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