

## For Immediate Release

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### **Put Me In Coach: New Company Launches Sports Recruiting Software.**

**(Richmond, VA)** Since its debut in 2003, Game On recruiting software has been in demand, passed along coach-to-coach through word-of mouth. Now, college sports recruiters everywhere can have the high-tech advantage that Game On recruiting software offers.

The Game On Recruiting Systems software is now widely available...to every college coach, in every division, in every conference. Its ease of use, affordability, and adaptability to any program's needs makes the software a must have for every college athletics program.

The software makes it easy for a coach to keep track of the contacts and discussions that team representatives have with a player, to generate mass emails and letters, and track prospect evaluations.

"It was a natural extension of process and performance management theory," says Ms. Lewis, who is also a business consultant. "What started as a favor to a friend, to design a system that would make recruiting tasks easier to manage, began to take on a life of its own. Once one coach used the software successfully, others began to take notice."

So, which teams are using the Game On software? Lewis won't divulge her client list. "But you could always check next year's recruiting class rankings," she says with a smile.

The Game On campaign will target college coaches at Division I and II schools.

"Coaches are a busy audience," Lewis continues. "They don't have a lot of time to learn new technology. Working with a coach, we developed Game On to be very intuitive and easy to use."

Lewis again: "we have also taken into account that, like the corporate CEO, coaches are results-driven. The player they recruit today may mean the difference between a winning or losing season tomorrow. They're always on the lookout for talented players. And they never know where they might pop up. Being on top of their recruiting information means being on top of who and where the talented players are. I recently read a coach sum it up this way. He said: 'You get the right player and it's like you won the game.' Our system is designed to help do that."

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**(Contact information follows on page 2)**

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