

Press Contact

Jeff Ma

415-543-9100 x233

jma@citizensportsinc.com

FOR IMMEDIATE RELEASE**Citizen Sports Acquires Sportacular, Sport Interactiva and FantasyBook**

SAN FRANCISCO, November 10, 2008 - Citizen Sports, the industry leader in social sports media, has announced the acquisition of sports application developers Sportacular, Sport Interactiva, and FantasyBook.

“We are excited to add three great properties to the Citizen Sports family of products. Sportacular gives us a great entry point into the mobile market while Sport Interactiva and FantasyBook help bolster our leadership position in fantasy sports on social media,” said Citizen Sports CEO Mike Kerns.

Sportacular is the leading sports information application on the iPhone. Founder Jeff Hamilton launched the application soon after the opening of the iPhone platform and has seen tremendous user adoption since day one.

“Joining Citizen Sports, who are clear leaders in the sports new media space, opens new doors to take the Sportacular product to the next level and continues to provide innovative experiences for sports fans across mobile platforms,” said Hamilton.

In July 2008, Citizen Sports launched the first full fantasy football game on Facebook and was able to attract 350,000 users in its first season, clearly establishing itself as one of the leaders in the fantasy industry. FantasyBook was the only other company launching a similar effort.

In addition to its football products, FantasyBook was the leader in providing fantasy baseball experiences on Facebook.

“I have always believed that the strength of fantasy sports was in the social interaction of its micro-communities and bringing fantasy to social networking would be a home run,” said FantasyBook founder Jon Brelig.

Among its other sports products, Sport Interactiva, founded by Boris Silver and David Fitzgibbon, developed Premier League Soccer, the largest fantasy soccer application on Facebook. “Sport Interactiva’s fantasy soccer products on Facebook and Bebo give us a nice foundation that we will evolve into a world class experience for the 2009 Premiership season. With the 2010 World Cup just around the corner, this space will only become more and more important,” said Kerns.

"We're very excited to bring our fantasy sports properties under the umbrella of Citizen Sports. Their team is excellent and truly understands the sports market. Sports are inherently social by nature and fantasy sports naturally belong on social networks," said Sport Interactiva co-founder Boris Silver.

Hamilton and Brelig will be joining Citizen Sports on a full time basis and both will lead product development in their respective expertise.

"I am incredibly excited with the opportunity to add two brilliant entrepreneurs like Jon (Brelig) and Jeff (Hamilton)," said Kerns. "We continue to seek out world class entrepreneurs and companies that will help us establish the premier global social sports media business.

About Citizen Sports Network

Citizen Sports Network brings the world of sports to fans' favorite social networking sites. Built on the philosophy that sports are more fun with friends around, Citizen Sports professional, college and high-school sports fan applications can be found on Facebook, MySpace and hi5. Founded in 2004, Citizen Sports Network is based in San Francisco. For more information, visit <http://www.citizensportsinc.com/>