



CALIFORNIA INTERSCHOLASTIC FEDERATION

STATE MEDIA RELEASE

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Scorebook Live Signs Partnership with the CIF

SACRAMENTO, CALIF. — The California Interscholastic Federation (CIF) and Scorebook Live, Inc. (Scorebook Live) announced today the signing of a five-year agreement. Scorebook Live will serve as the Official Digital Content Provider of the CIF, partnering with the CIF and the CIF Sections on several current and future digital initiatives, including rankings, statistics, brackets and real-time scoring.

“We are thrilled to welcome Scorebook Live to the CIF family,” stated CIF Executive Director Roger L. Blake. “As we streamline our efforts with the creation and distribution of timely data and content for our member schools, our student-athletes and the broader communities we serve, Scorebook Live will play a pivotal role in realizing – and exceeding – our vision and strategy. The future is bright.”

“We are excited to be working with the CIF, CIF Sections, member schools, athletic administrators and coaches to bring millions of fans of California high school sports access to timely and relevant content,” said Dan Beach, Scorebook Live’s CEO. “As schools and teams score their games with Scorebook Live apps, fans can access live game updates, play-by-play, team and player stats, while also eliminating the need for coaches to manually “call in” or report scores after the game.”

About Scorebook Live, Inc.

Scorebook Live is a sports media and technology company with offices in San Diego, CA and Spokane, WA. The company brings coaches, players, administrators and fans inside the high school sports market with innovative software and content solutions. State athletic associations, leagues, schools and teams have access to a suite of free mobile apps and websites that enable them to score their games, report scores and engage fans with Digital Scorebooks and auto-updating league, team and player profile pages throughout the season. Visit www.scorebooklive.com for more information.

About the California Interscholastic Federation (CIF)

The CIF was created in 1914 and is the governing body for high school sports in the state of California. CIF is uniquely positioned to foster student growth in values and ethics. CIF’s ideal of “Pursuing Victory with Honor,” provides the opportunity to influence the actions of the athletic community. CIF strives to promote equity, quality, character and academic development. CIF is a nonprofit federation and the state office, located in Sacramento, Calif., represents the interests of its member Sections. The 10 Sections represent geographic regions within the state: Central, Central Coast, Los Angeles City, North Coast, Northern, Oakland, Sac-Joaquin, San Diego, San Francisco and Southern. CIF represents 1,606 public and private member schools and more than 838,000 student-athletes. CIF conducts Regional and State Championships in badminton, cross country, football, volleyball, tennis, wrestling, basketball, soccer, swimming & diving, track & field, golf and water polo. CIF Sections conduct championships in more than 22 sports.