



For Immediate Release

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Mobile Gameday App to Put Fans at the Center of the NOVA Home Loans Arizona Bowl

TUCSON, Ariz., December 26, 2016 – In an effort to provide fans with digital tools and tips to maximize their gameday experience on December 30, the NOVA Home Loans Arizona Bowl announced today the launch of its mobile gameday app. The app is fully compatible with iPhones, iPads and iPad Touches with operating systems of iOS 8.0 or later.

Features and functions of the gameday app include general fan information, directions to gameday activities, parking information and maps, social media feeds, scores, statistics, tips for navigating around Arizona Stadium, a live stream of the game itself, and other important information for making the most out of the game.

"With the advanced operability, functionality, and intuitive navigability, there's no question that this app will give fans the best seat in the house," said Mike Feder, executive director of the NOVA Home Loans Arizona Bowl. "It's a fun way to put our fans in full control of their gameday experience, and at the center of all the action from the palm of their hand."

The app was created in partnership with SportsLabs, the standalone technology arm of Chicago-based Silver Chalice Ventures. Silver Chalice is a digital sports media company that owns and operates digital networks including Campus Insiders, the exclusive digital media partner for the NOVA Home Loans Arizona Bowl.

The app is now available for download to your desktop at NOVAArizonaBowl.com, or directly to your mobile device from the Apple Store.

About the NOVA Home Loans Arizona Bowl

Owned and operated by TD4Tucson, a Tucson-based non-profit organization, the NOVA Home Loans Arizona Bowl will kick off on December 30, 2016, at 3:30 pm MST at Arizona Stadium. In its debut last year, the bowl raised more than \$85,000 for local charities and contributed \$16 million in local economic impact. This year's game will feature the United States Air Force Academy Falcons from the Mountain West Conference and the University of South Alabama Jaguars from the Sun Belt Conference, with

partnership support from the American Sports Network, Arizona Sports and Entertainment Commission, and Campus Insiders. For more information visit www.NOVAArizonaBowl.com.

About SportsLabs

SportsLabs is a leading sports technology provider. At the core of the SportsLabs' technology is its proprietary Advanced Media Platform (AMP), which streams more audio/video content to more platforms than any other college sports provider. AMP for Sports can ingest any content across sports, social and media and delivers it directly to fans on any digital device or platform in the market including responsive web sites, mobile and tablet applications and connected TV applications. SportsLabs is a Silver Chalice company, the high-growth venture arm of the Chicago White Sox. For more information visit www.sportslabs.com.

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