



Phizzle to Offer Quicken Loans Arena Real-Time Texting Through ANC Sports Signage Systems

October 14, 2009 – Phizzle, Inc announced an agreement with ANC Sports Enterprises that provides real-time mobile device texting to ribbon boards and video screens at Quicken Loans Arena, home of the Cleveland Cavaliers.

Phizzle's Broadcaster iX™ synchronizes with ANC's patent-pending VisionSOFT™ operating system to engage the company's state-of-the-art light emitting diode (LED) and DLP® Courtside Digital Signage System. Broadcaster iX™ displays real-time results at sports and entertainment events featuring Text2Screen, Pics2Screen, fan voting, trivia games, & sweepstakes promotions.

“Partnering with ANC Sports is exciting because it creates more video screens and LED fascia signage options for in-arena fan engagement,” said Fred Yoon, executive vice president of client operations. “ANC's industry leading signage technologies combined with our mobile platform produces new revenue streams for the team, venue and corporate partners.”

Phizzle's platform allows fan interaction with the team and partners through innovative mobile applications such as polling the game's Most Valuable Player, sending photos for display, and mobile couponing.

“ANC is committed to developing and partnering with new technologies that creates an entertaining atmosphere,” said Mark Stross, executive vice president of technology development at ANC Sports Enterprises. “Phizzle's applications allow fan interaction with our signage displays at Quicken Loans Arena, enhancing the overall live event experience.”

About Phizzle

Phizzle's easy-to-use, Web-based platform manages mobile marketing campaigns focusing on improving relationships with their community and generating revenue. Phizzle's cutting-edge products include: SMS alerts, audio alerts, mobile internet, Text2Screen, Pics2Screen, text voting and trivia games, sweepstakes promotions, and mobile coupons. Clients in the NBA, NFL, NHL, and sports media, benefit from personalized feature and application development that meets organizational needs. To learn more about Phizzle visit www.phizzle.com.

About ANC Sports

ANC Sports Enterprises, LLC, a Celeritas Management company, is the industry leader in team and venue services, providing integrated signage, design, and marketing solutions for sports and commercial facilities. ANC Sports and its divisions: ANC Technologies, ANC Design, and ANC Marketing, offer Light Emitting Diode (LED), rotational and fixed visual displays; advanced media control systems; signage operation and maintenance; advertising sales and marketing consultation; graphic design; and printing production. ANC Sports provides signage solutions for 200 plus venues/stadiums in North America. For more information on ANC Sports, visit www.ancsports.com or Celeritas Management, Inc. visit www.celeritasmgmt.com.