

## FOR IMMEDIATE RELEASE

# The National Lacrosse League & Livestream Partner To Stream The Full 2012 Season Live On The New Livestream

**NEW YORK, NY – 1/6/2012** — Livestream and the National Lacrosse League (NLL) will partner for a fourth consecutive season to bring new and innovative live streaming coverage of the 2012 NLL season to lacrosse fans worldwide free of charge. The National Lacrosse League joins as a premiere content partner on the New Livestream service ([new.livestream.com](http://new.livestream.com)), a new streaming platform, currently in closed Beta—building on the strength of the original Livestream—the leading live video destination.

The National Lacrosse League is North America's professional indoor lacrosse league, featuring the best lacrosse players in the world. Beginning on Sunday, January 8, 2012 at 6PM EST as the defending champion Toronto Rock host the Calgary Roughnecks in one of the league's best East-West rivalries the New Livestream service (<http://new.livestream.com/nll>) will provide Lacrosse fans worldwide with an innovative new experience for watching NLL action all season long.

"The New Livestream is the only platform that allows fans to get a full view of NLL games, coupling HD Video with real-time Photo, Text and Video clip updates. That's why we are so excited to be extending our partnership," said George Daniel, Commissioner of NLL.

The New Livestream player features adaptive quality selection based on the viewer's connection speed and computer power—all the way to 720p HD. The player also includes DVR functionality that will guarantee a moment of the game is never missed.

"We are very excited to partner with the National Lacrosse League again in 2012 to bring another full season of live coverage to fans on the New Livestream," said Max Haot, CEO of Livestream. "By combining live streaming coverage with real-time photos, text, and video clip updates we will be able to provide fans with an immersive live event experience they've never had before."

At the core, the New Livestream is a full social network for live video. It allows Lacrosse fans to see the full National Lacrosse League schedule and follow their favorite teams to ensure they never miss a moment of the 2012 season.

View the full 2012 Season schedule: <http://new.livestream.com/nll>

### About Livestream:

New Livestream (<http://new.livestream.com>) is an innovative new platform, available in beta, that combines live event coverage with real-time photos, text, and video clip updates posted using web browsers or mobile devices. The technology supports live blogging with live & on-demand video, all executed with ease using the real-time posting tools from both mobile and the web.

The Original Livestream (<http://livestream.com>) is the market leader for real time event coverage. With simple to use technology, our service allows anyone to broadcast live to the web, as well as being the top destination for live content from around the world. Our content partners include Facebook, The New York Times, ABC News, CBS News, Associated Press, HBO, AT&T, PepsiCo, Electronic Arts, Adidas, The Academy Awards, Warner Bros. Records, and Paramount Pictures. Livestream operates with over 120 full-time staff members in 5 offices—in New York (headquarters), Los Angeles, Bangalore, Sao Paulo, and the Ukraine. The service is available for free (advertising-supported) or as a feature-rich, monetizable, premium subscription for business. Livestream operates with over 120 full-time staff members in 5 offices—in New York (headquarters), Los Angeles, Sao Paulo, Bangalore, and Ukraine (in addition to a globally-available production team)

**About the National Lacrosse League:**

The National Lacrosse League (NLL) is North America's professional indoor lacrosse league, featuring the best lacrosse players in the world. Founded in 1987, the league's 26th season of play begins on January 8, 2012. Average game attendance is close to 10,000 fans per game, with several games played in front of crowds in excess of 16,000 fans. NLL games will be featured on the CBS Sports Network this season, airing live in prime time and available to 98 million households across North America. The NLL has nine teams playing in major markets of the United States and Canada: Buffalo Bandits, Calgary Roughnecks, Colorado Mammoth, Edmonton Rush, Minnesota Swarm, Philadelphia Wings, Rochester Knighthawks, Toronto Rock and Washington Stealth. For more information, visit the official website of the National Lacrosse League at: [www.NLL.com](http://www.NLL.com).

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