



February 22, 2018

Good afternoon –

PlayOn! Sports just completed an acquisition today of the assets of High School Cube (“Cube”). We will announce this to the broader market and the participating schools today as well. This is very exciting news for the NFHS Network.

**Why did we do this?**

Cube was going to be shut down by its corporate parent (Tronc, Inc.) and they offered the company for sale in the market. Given the number of high schools that use the platform (almost 5,000), we thought it was a great opportunity to consolidate the market and invite these schools to join the NFHS Network.

**What is the plan with [www.cube.com](http://www.cube.com)?**

We are giving schools the ability to continue broadcasting using the Cube platform until April 30<sup>th</sup>. Until then, viewers will still be able to watch content on the Cube site.

On May 1, we will permanently shut down the Cube platform.

- [www.thecube.com](http://www.thecube.com) will redirect all viewers to [www.NFHSNetwork.com](http://www.NFHSNetwork.com)
- Schools will no longer be able to broadcast to The Cube
- Schools will need to download their archived content to their own storage devices

**What is the NFHS Network’s plan to contact schools?**

Starting today (February 22<sup>nd</sup>), the NFHS Network’s School Broadcast Program will launch an outreach program to contact all Cube schools and affiliate groups. The outreach program will include a multi-step email campaign along with direct communication by Territory Managers, with a heavy focus on the top 500 content producing schools. We will offer multiple participation models to all schools to help them accommodate how they make events available to viewers.

Schools that want to convert quickly will be able to broadcast spring or end-of-year events on the NFHS Network.

**What do you need to do?**

The good news – nothing for right now! But we will welcome any communications that you can make to your member schools (or the list of Cube schools that we can provide) encouraging them to make the transition to the NFHS Network.

We will keep you informed as we make progress.

Thanks for your continued support of the NFHS Network!

A handwritten signature in black ink, appearing to read 'Mark Koski'.

Mark Koski  
Chief Executive Officer