



FOR IMMEDIATE RELEASE

TEXAS FOOTBALL SIGNS EXCLUSIVE AGREEMENT WITH SQUADLOCKER

SquadLocker to Build and Open 3,900 Online Stores for 1,300 TexasHSFootball.com Schools

AUSTIN, TEXAS – July 21, 2017 – [TexasHS Football.com](http://TexasHSFootball.com), the fastest growing independently-owned sports media company in Texas and the heart of high school football news in Texas, today announced that it had an exclusive agreement with [SquadLocker](http://SquadLocker.com), the leading provider of apparel management solutions for youth sports. The initial agreement, starting in July and running through football season ending December 31, 2017, is renewable.

Under the terms of the agreement, SquadLocker will be creating thousands of online team stores, fan stores, and spirit wear stores for thousands of high school teams. While always having the capability in its platform, SquadLocker, for the time first time in its brief history, will offer the first formal pre-built outreach to these communities.

Texas is the largest high school football market in the country. Additional terms of the marketing agreement call for SquadLocker to have a significant social media presence, two guest spots on their radio program, "Game of The Week" sponsorship, and a regular feature story presence on their platform. Other details will be announced later.

"Nothing's bigger than Texas football! We cannot wait for the eyes of Texas to turn its attention to our online stores where fans, coaches, administrators, players and their parents alike will be able to sport customized spiritwear featuring their favorite school," said Todd Grant, co-founder and president of SquadLocker. "Our excitement is bigger than the entire state of Texas and that's HUUUGE!"

About TexasHSFootball.com

A deep love for football and the Texans who make the sport so great is the genesis that lets TexasHSFootball.com bring the sport to life through Web, social, print and broadcast media. TexasHSFootball.com is the single source for a convergence of stories and stats that provide insight into

the personal passion of players, coaches, teams, schools and cities, and the culture that has an unquenchable thirst for everything the pigskin touches. We begin in high school, but follow the players and their stories through their college and professional careers.

Along the way, we uncover the stories behind the games, the pursuits of perfecting and protecting the sport, and the commentaries and trends that portray the future sport stars of a nation. We are the adrenaline source for each fan and the central source that brings them all together in competition, in camaraderie and in a collective love for the sport. We know that when a Texan loves football, it's a love for a lifetime.

About SquadLocker

SquadLocker and its innovative suite of disruptive technologies are transforming how leagues and teams manage decorated team gear and apparel. Offering the world's leading athletic brands, SquadLocker manages the entire process from instant online store creation as well as decoration, production/fulfillment and customer support, all from its wholly owned facility. As a result, SquadLocker makes it easier for league organizers and coaches to spend more time mentoring and inspiring young athletes. For additional information, email Todd Grant at tgrant@squadlocker.com.

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