

For Immediate Release

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ESPN RISE Announces Elite 11 Multimedia Rollout

Webisodes and Virtual Online Game Challenge Complement 2009 Elite 11 – Launch August 6

ESPN RISE announced today the rollout of the multimedia complements to its **Elite 11** event, the nation's premier quarterback competition for prep athletes that it holds annually (held July 20-23). Elite 11 has expanded from a four-day, closed-door event, to a cutting edge, multi-platform event that offers fans an inside look and experiential opportunity through **Elite11.com**, a series of webisodes, virtual online game challenge, and a one-hour telecast finale on ESPNU. A new reveal of Elite11.com, the first of five Elite 11 webisodes and the first of three virtual online games launch Thursday, August 6; the finale on ESPNU will air August 27, 7:00 p.m. E.T.

"Elite 11 presents a unique opportunity for ESPN RISE to showcase what the business does across platform," said James Brown, senior vice president, ESPN RISE. "The Elite 11 website, webisodes and virtual online game challenge represent the first time ESPN RISE has taken one of its events and created such a comprehensive program around one of our on-the-field events."

Webisodes:

Hosted by Yogi Roth, former USC Assistant Quarterbacks Coach and College Football Analyst, and Jay Corbin, ESPN RISE Lifestyle Editor, the five Elite 11 Webisodes, which launch August 6, 10, 13, 17 and 20, highlight several of the regional Elite 11 competitions and some of the top high school quarterbacks that were on a quest to be invited to the final Elite 11 competition.

The webisodes also include:

- Inside look at the drills and workouts that the Elite 11 quarterbacks go through during the competitions
- Organic tips and tricks for the virtual online game challenges
- First look at players who competed in the final Elite 11 competition

Virtual Elite 11 Online Game Challenge:

Developed by **ESPN Arcade** and **Arkadium** the Virtual Elite 11 Online Game Challenge will provide fans with an opportunity to create their own virtual quarterback and apply attributes that will affect how they perform during game play, including: Quickness, Endurance, Arm Strength and QB I.Q. The Virtual Elite 11 Online Game Challenge consists of three mini-games that will unlock on August 6, 13 and 20 on Elite11.com; each will operate as a drill that allows fans to modify their quarterback's attributes to improve their success in the overall challenge.

The three mini-games in the virtual online game challenge include:

- **Rapid Fire** – A timed challenge of arm strength and endurance where the Virtual Quarterback must complete as many passes as possible to receivers running cross routes in tight coverage.
- **Pocket Presence** – A test of foot coordination and quickness, modeled after the Elite 11 "Elway Drill," the virtual quarterback must avoid the blitz long enough to complete a pass to the receiver in the end zone.
- **Golden Gun** – A test of precision and strength by throwing the short route and the long ball.

When a fan enters the virtual challenge, their attributes will be locked and their points totaled on the Virtual Elite 11 global leaderboard and will automatically enter them into a contest to see who scores the most points – the winner will receive a Flip Camera and Elite 11 swag. The contest will run on Elite11.com from August 6 through August 27. The virtual online game challenge will continue be available on ESPN Arcade after August 28.

In addition to the Elite 11 webisodes and the virtual online game challenge, Elite11.com will feature three additional channels of content: **“Jay Goes to Camp”** – highlights Corbin as he participates in the Las Vegas Regional Elite 11 competition, which will also accompany each webisode; **“EA Accuracy Challenge”** – highlights from the competition within the competition; **“Bonus Features”** – extended interviews with the Elite 11 quarterbacks and Elite 11 alumni such as Jets quarterback Mark Sanchez, as well as user generated video content from the players themselves.

Fans can follow Elite 11 on Facebook and Twitter; they also can post their Elite 11 virtual online game challenge scores automatically through Facebook Connect.

About ESPN RISE

ESPN RISE represents ESPN’s commitment to engage and elevate high school athletes by providing them with recognition, resources, information and inspiration that can motivate them to improve their skills and achieve their goals to be the best athletes they can. ESPN RISE assets include ESPN RISE, GIRL, Hardwood and Gridiron magazines; ESPNRISE.com, Hoopgurlz.com and DyeStat.com; and more than 160 high school events including Elite 11, Elite 24, ESPN RISE Games, ESPN RISE National High School Invitational, Faster to First, Area Code Baseball and Nike Combines/Nike SPARQ Mini Camps. ESPN RISE is uniquely positioned to provide high school athletes and the company’s core fans with compelling high school sports content across all ESPN platforms.

About Arkadium

Arkadium is the premier game solutions developer for the advergaming and casual game markets. The company’s growing archive of over 250 Flash-based and custom game solutions currently reaches millions of people through some of the most popular online destinations and corporate branded Web sites on the Internet. For more information visit: <http://www.arkadium.com>.

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