



ProPlayerConnect.com Launches Website Connecting Businesses with Pro-Athletes
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SAN FRANCISCO, March 31 /PRNewswire/ -- ProPlayerConnect.com, the first and only website to directly connect pro-athletes with businesses for sponsorship or endorsement opportunities and discounted or free products, today announced the launch of its Beta site; <http://www.ProPlayerConnect.com>. In addition, ProPlayerConnect.com announced it received investment from Arizona Bay, 13-year NFL linebacker Jason Kyle; all-star quarterback Vinny Testaverde; and Daytona 500 winner, Michael Waltrip, among others.

With over 150 pro-athletes registered on ProPlayerConnect.com, the website has already documented over 2,500 offers between businesses and athletes. Offers have ranged from endorsements, free products and discounts to requests for celebrity appearances. ProPlayerConnect.com is available to active and retired pro-athletes from baseball, basketball, boxing, football, golf, hockey, mixed martial arts, motor sports, the Olympics, rodeo, soccer, tennis, and the X games.

Companies can view athlete profiles posted by the athletes themselves and contract with those athletes directly for appearances and events or offer them free products or sponsorship opportunities. Alternately, businesses can post requests for endorsements, sponsorships, free products, discounts, job offerings and appearance opportunities. After creating a free profile on ProPlayerConnect.com, athletes can instantly access and contact registered businesses to participate in their sponsorships, events or organizations and take advantage of discounts and free product offerings. Athletes can contact one another directly through the site and businesses can post career opportunities for retired athletes to search and act upon.

ProPlayerConnect.com was created by 13-year NFL veteran and current Carolina Panther football player, Jason Kyle, in collaboration with Arizona Bay, an innovation capital firm that builds and funds information technology applications for the inventor community. "Over the years I have seen a need for bridging the gap from athletics to a second career," said Jason Kyle founder of ProPlayerConnect.com. "This site assists in that connection and it helps any pro-athlete take advantage of offers or business opportunities they would never have exposure to otherwise."

"We knew Jason was on to something big when we first spoke with him about the idea for Pro Player Connect," said David Graham, managing partner of Arizona Bay. "There are thousands of sponsorship opportunities out there, but they typically end up going to only five percent of the athletes; we knew that if we teamed up with Jason, made a small capital investment and put our development team to work, we could build a web-based platform that would create a level playing field for every pro-athlete."

About ProPlayerConnect.com

ProPlayerConnect.com is the first and only website that enables businesses and athletes to directly contact each other for sponsorship and endorsement opportunities. The website accepts and encourages every pro-athlete to participate and carefully screens all business that register with the site before allowing them access to contact athletes. Businesses and athletes can sign up at <http://www.ProPlayerConnect.com>

About Arizona Bay

Founded in 2000, Arizona Bay builds and funds information technology applications for new and established businesses. Based in San Francisco, California, the innovation capital firm combines investment capital and technology development expertise to help companies and entrepreneurs develop effective, revenue producing products that maximize market share. Arizona Bay offers a one-stop shop for product development by providing strategic guidance, venture funding, software design, management and rigorous market-testing. Arizona Bay rapidly commercializes technology driven business ideas that transform the distribution, management and monetization of ecommerce and software applications. The firm has a proven track record of identifying concepts and products and actively building them into market-leading products and companies. For more information visit <http://www.arizonabay.com>