

FOR IMMEDIATE RELEASE

**Arizona Bay Invests in Pro-Athlete Social Network Company, ProPlayerConnect.com**

*ProPlayerConnect.com investment is latest in string of Arizona Bay investment opportunities backed by rapid market testing*

(SAN FRANCISCO, CA) November 15, 2007 -- Arizona Bay, a leading venture capital and application development firm, today announced it made a significant investment in pro-athlete social network company, ProPlayerConnect.com. ProPlayerConnect.com joins Arizona Bay's portfolio of innovative companies that, through Arizona Bay resources, has rapidly deployed its network and acquired key members and clients.

ProPlayerConnect.com is a digital marketing platform and services provider dedicated to the professional sports community. The company enables athletes, upon verification of identity, to connect directly with peers, businesses, sponsors, their Players' Association.

"ProPlayerConnect empowers professional athletes, both active and retired, to develop, grow and monetize their individual brands," said David Graham, managing partner of Arizona Bay. "Before ProPlayerConnect.com, there was no marketplace for pro-athlete's to connect with brands and market themselves; we have seen keen interest from small and mid-sized businesses that want to connect with athletes, but don't know where to start- enter ProPlayerConnect.com."

**About Arizona Bay**

Founded in 2000, Arizona Bay funds and builds seed stage technology start-ups for the inventor community. Based in San Francisco, California, the innovation capital firm combines investment capital and technology development expertise to rapidly bring unique business ideas and concepts to market. Arizona Bay offers a one-stop shop for funding, product development, strategic guidance, software design, and rigorous market-testing. The firm has a proven track record of identifying concepts and products and actively building them into market-leading products and companies.

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