

# GOOD KARMA BRANDS

## **ESPN Cleveland Announces Partnership with BoxCast**

*ESPN Cleveland and BoxCast to offer live HD video streaming of local high school football games*

**CLEVELAND** (May 22, 2014): Good Karma Brands' ESPN Cleveland announces a partnership with BoxCast, a Cleveland-based technology company that delivers streaming high-definition video broadcasts. Together, the companies will offer Cleveland sports fans access to high school football games, including live streaming video, highlights and up to the minute scores.

"We're thrilled to announce this game-changing partnership with BoxCast," said ESPN Cleveland General Manager and Good Karma Brands Vice President, Keith Williams. "BoxCast will give fans near and far real-time updates from the field and allow local high schools to deliver content in a way that hasn't been done before."

Live video content will be accessible via a monthly subscription of \$9.99 at [ESPNCleveland.com/HighSchool](http://ESPNCleveland.com/HighSchool); highlights from local games will be available without a subscription.

"What really excites us about this partnership is that schools now have a smarter way to stream HD video without the added burden of high production costs or expensive technology," said Gordon Daily, President, BoxCast. "We think it's the perfect marriage of two great companies."

Launched in 2013, BoxCast has developed a plug-and-play broadcast box, simplifying the delivery of HD video content and making it possible for anyone to watch a live event on smart phones, tablets and computers through BoxCast video streaming.

Interested marketing partners should contact Cale Berg, marketing facilitator at ESPN Cleveland at [cberg@espnclleveland.com](mailto:cberg@espnclleveland.com), and high schools interested in participating in the coverage should contact Leila Khoury, vice president, sales at Boxcast at [Leila@boxcast.com](mailto:Leila@boxcast.com).

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### **About Good Karma Brands:**

Good Karma Brands, LLC (GKB) is a sports marketing company with expertise in sports radio and event marketing. GKB owns and operates eight ESPN affiliated stations in Top 100 markets, in addition to its events and wireless division. For more information, please visit [www.GoodKarmaBrands.com](http://www.GoodKarmaBrands.com).

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### **About BoxCast:**

BoxCast is a Cleveland-based video streaming company dedicated to the pursuit of perfecting the broadcaster/viewer experience. For more information, visit [www.boxcast.com](http://www.boxcast.com)

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