



## **Cover 5 Finds Partner in Good Karma Brands**

*The mobile sports game's newest partnership has local roots and sports reach*

**MILWAUKEE, WIS. (March 25, 2015):** Cover 5, a fast-growing mobile sports gaming company, announces a partnership with Good Karma Brands, a sports marketing company based in Beaver Dam, Wis. The partnership will feature marketing endorsements and contests throughout Good Karma Brands' ESPN affiliates in exchange for an ownership interest in Cover 5.

"We're excited about this partnership," said **Cover 5 Founder and Chief Executive Officer Scott Schmidt**. "Good Karma Brands understands sports and the power of fans, and we're looking forward to bringing that knowledge to grow Cover 5's fanbase and players across the country."

Developed to provide entertainment based on team scores and not individual player stats, **Cover 5 is a sports game and app that anyone can play**. Players can join Cover 5 leagues throughout all major sports, including NCAA and NFL football, NCAA and NBA basketball, as well as events such as the World Cup and the Kentucky Derby.

Cover 5 is easy to play; participants simply sign up and join public or private leagues and then pick five teams to cover the point spread. If the teams cover the spread, the players receive points; if the teams lose, the players lose points. Cover 5 was founded in Milwaukee when a group of friends across the country wanted to play a sports game that didn't require much time commitment, but would provide hours of engaging, interactive friendly competition.

Good Karma Brands, which owns ESPN affiliates throughout Wisconsin, as well as Cleveland and West Palm Beach, will offer leagues to fans with premium prizes throughout basketball and football seasons.

Players may sign up and join leagues for free at [Cover5.com](http://Cover5.com) or via the free Cover 5 app, available in the Apple App store or the Google Play store.

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### **ABOUT COVER 5**

Cover 5 is the perfect social sports game that allows all sports fans to compete and connect without the time consuming demands of most games. It requires minutes to make picks each week in exchange for hours of competition and excitement. There is a Cover5 game for every sports fan, and leagues for all sports throughout the world. Designed to maximize fun every week for every player, Cover 5 makes every game a fun, interactive experience.