

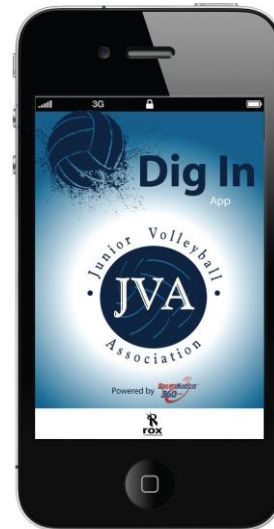
New JVA “Dig In” Tournament App Now Available

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Amazing players and thrilling games weren’t the only hot topics at April’s JVA 2011 World Challenge. Coaches, players and fans at the tournament in Louisville, Kentucky, were among the first to experience the beta version of JVA’s new “Dig In” Tournament App, and it created quite a buzz.

The “Dig In” App, developed by JVA in partnership with SportsNation360, allows tournament participants to enjoy a truly 360-degree event experience, just like college and pro sports organizations. The app puts valuable tournament and JVA information and resources on the iPhones and iPads of participants and attendees, including:

- Tournament Info Book
- Up-to-the-minute Master Grid and Flow Chart
- Championship Brackets
- Court Maps and Exhibitor Maps
- Local dining, lodging and entertainment guides
- Complete USAV Rule Book



However, the “Dig In” app’s interactive features are what bring a new level of excitement to tournament activities. During the 2011 World Challenge, a live JVA “Spike” feed posted real time updates, scores and announcements throughout the weekend. Plus, fans could access the “Dig In” app to post their own photos from the tournament and redeem coupons and special offers from merchants and vendors. So that everyone can be in the game, the “Dig In” App will also feature the same great mobile features through a website for those not connected through an iPhone or iPad. Android versions for smartphones and tablets are in the works for next season, along with many other great new features.

“The ‘DigIn’ App gives club directors an exciting new resource to make their tournaments truly special experiences,” said Jenny Hahn, JVA’s Executive Director.

"We really appreciated how the app helped us keep participants both on and off the court at the 2011 World Challenge up-to-date on tournament action, event details and fun activities. We're looking forward to enhancing the beta version to become a focal point of the JVA tournament experience in the future."



The app is designed on a turnkey platform, making it quick and easy to create a "Dig In" mobile app for any amateur volleyball event. No high-tech experience is required. Pre-designed templates and straightforward administrative functionality fully integrates the app with an event's existing Facebook page and Twitter feeds to bring a new level of professionalism and social media engagement to the tournament experience. Best of all, a variety of customizable options and features make the app accessible to clubs of all types, sizes and budgets.

To find out how your club can bring the "Dig In" app to your tournaments, please send email to support@sportsnation360.com, or contact Jenny Hahn, JVA Executive Director, at 414-588-3131.