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151 SPORTS MARKETING ANNOUNCES IMPRESSIVE MEDIA PARTNERSHIPS TO NEW HIGH SCHOOL BASKETBALL TOURNAMENT

Southlake, Texas- 151 Sports Marketing, who earlier this year announced the formation of a new eight team high school basketball tournament to be played at Lovejoy High School, is very proud to announce alliances with both Time Warner Cable's Metro Sports and 103.3 ESPN Radio for the upcoming event.

The 151 Sports Invitational presented by 103.3 ESPN will feature the host Lovejoy Leopards, Coppell Cowboys, Grapevine Mustangs, Plano Wildcats, JJ Pearce Mustangs, The Colony Cougars, Naaman Forest Rangers, and Frisco Liberty RedHawks. ESPN Radio Director of Promotions Travis Hill had these comments on the new partnership. "We are excited to promote the inaugural 151 Sports Invitational presented by 103.3 ESPN. Many of our listeners follow these outstanding high schools and we will work to create one of the premiere basketball tournaments in the area."

In addition to the ESPN Radio inclusion, Time Warner Cable's Metro Sports will be televising all four Saturday contests including the big Championship finale. Metro Sports (Channel 185) is dedicated to youth, amateur, collegiate, and professional sports in the MetroPlex. Metro Sports will be promoting the event prior to play, with 24 hours of event coverage and post event with individual games being available to Time Warner Cable subscribers on Video On Demand. The 151 Sports Invitational presented by 103.3 ESPN will kick-off Metro Sports high school basketball action for the 2009-2010 season.

Mark Stafford, a 151 Sports Marketing representative, had these observations on these media components to the tournament. "The addition of these local media powers will be instrumental in creating excitement surrounding these early season match-ups. When these young men, their coaches, and loyal fans enter the beautiful Lovejoy High School gymnasium the presence of ESPN Radio and the television cameras from Metro Sports will invigorate everyone in the house. I recommend making plans to put down the turkey, get off the couch and bring the entire family out for two days of exciting basketball."

If interested in learning more about the 151 Sports Invitational presented by 103.3 ESPN, please visit www.151sportsinvitational.com. Affordable and effective sponsorships are available.