

## FOR IMMEDIATE RELEASE

January 13, 2014

Contact: Christian Karayannides

(845) 532-2533 · [ckarayannides@gmail.com](mailto:ckarayannides@gmail.com)

### **Fantasy Alarm Continues Surge Making Rick Wolf President**

*TAKING THE LEAD AT BURGEONING COMPANY IN FASTEST GROWING INDUSTRY*

**HUNTINGTON BEACH, CA (January 13, 2014)** – Fantasy Alarm, a leading fantasy sports company, announced today a partnership with Full Moon Sports Solutions, a sports consulting business specializing in Fantasy Sports, making Fantasy Sports Hall of Famer Rick Wolf their President effective immediately. Fantasy Alarm announces this on the heels of a whirlwind of acquisitions. The recent integration of breaking news service RotoInfo.com and original fantasy content provider BaseballGuys.com has led to dramatic growth in web, mobile and radio market share. CEO Al Williams views Wolf as the perfect leader to direct their expanding team, create new business models, create & expand partnerships, engage & close mainstream sponsors and leverage their emerging market presence.

“When I left NBC Sports, it was to again pursue my lifelong passion to innovate in technology and Fantasy Sports”, said FSTA Hall of Famer Rick Wolf. “Fantasy Alarm is perfectly positioned to embrace a combined vision and nimble enough to execute it in America’s fastest growing industry.”

Creating thriving multi-media businesses in any industry is difficult and the level of competition is huge in fantasy sports. Recognizing this, Fantasy Alarm wanted the strongest leadership with the best track record. Wolf was in the trenches at two start-ups with two exits that converted to teaming with networks to change their digital presence.

“Joining SportsLine and Rotoworld at their startup and continuing with CBSSports.com and NBCSports.com after a public offering and an acquisition gives Rick unique contacts and experiences that can geometrically change profits for Fantasy Alarm”, said Al Williams, CEO Fantasy Alarm. “It is rare to find technical expertise, business expertise and a deep contact base in the same person.”

Understanding that great Internet companies start with innovative high-tech products delivered to all available platforms, Wolf will leverage technology training, relationships and Full Moon Sports Solutions to deliver exponential growth for Fantasy Alarm.

### **About Fantasy Alarm**

Driving innovation in the fantasy sports industry and supplying the demand for real-time mobile information, Fantasy Alarm has been hailed by The Fantasy News Network as “the best product on the market that can help you win your fantasy league”. Launched in 2010

Fantasy Alarm pioneered the use of "push" technology to intelligently track professional sports lineup information and breaking news against user specific fantasy sports rosters. The Fantasy Alarm flagship "Alarm" service will deliver over 50 million unique alarms in 2014. Fantasy Alarm recently announced the acquisitions of both Rotoinfo.com and Baseballguys.com, two of the most respected independent fantasy sites on the market. These additions have supercharged both the news and content divisions of the company making Fantasy Alarm one of the top independent fantasy sports companies in the world. The Fantasy Alarm Show on SiriusXM Fantasy Sports Radio has developed a new breed of sports radio that has set the benchmark for comprehensive fantasy sports entertainment and was recently nominated for a Cynopsis Sports Radio Award. For more information on this privately held company please visit [www.FantasyAlarm.com](http://www.FantasyAlarm.com).