

## **FOR IMMEDIATE RELEASE**

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### **New Fantasy Alarm System Set To Deliver Faster Content** *ANNOUNCES NEW PARTNESHIP WITH MAJOR MEDIA COMPANY*

**Los Angeles, CA (January 15, 2015)** – Fantasy Alarm, a leading company in the fantasy sports industry, announced the launch of a new web platform today, featuring refreshed branding and an improved user experience, optimized for any device.

“Rebuilding our technology was critical to take advantage of the unprecedented growth in this industry”, said Fantasy Alarm President Rick Wolf. “Delivering responsive content will make Fantasy Alarm stronger for its customers, partners and advertisers.”

The new web platform is designed for easy access on any device. The responsive content automatically adjusts to the user’s device, to render perfectly every time. This design will also pay dividends in SEO, allowing pages to be discovered more easily in mobile search queries.

Fantasy Alarm has always been known for its “alerts” mobile application and longtime radio show on Sirius XM Fantasy Sports Radio, but it has quickly become one of the fastest growing web properties for news and analysis in the fantasy sports industry. Wolf credits the continued success to investments made in new technology and original content creation.

The Fantasy Alarm commercial API is now delivering a real-time newsfeed rivaling any industry competitor, and in 2015 they plan to extend that API to major sports media partners. Fantasy Alarm recently announced an exclusive deal with *Sporting News* to provide full access to the entire commercial API. “By leveraging the Fantasy Alarm API Sporting News is expanding the fantasy footprint across our platforms while continuing to deliver the expert voice that has always been a hallmark of our content”, said Geoff Shaw, Sporting News Chief Operating Officer.

For more information on this privately held company please visit  
<http://www.FantasyAlarm.com>

## **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. In January 2014, Fantasy Alarm announced the acquisitions of Rotoinfo.com and Baseballguys.com, two of the most respected independent fantasy sites available. These additions have supercharged the news and content divisions of the company making Fantasy Alarm one of the top independent fantasy sports companies. 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).