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**LockerDome Announces the First Game Built on the LockerDome Platform;
Partners with IDC Projects to Create Basketball Memory App by *Dime Magazine***

*One lucky fan to win coveted "Polarizing Pink" Nike Air Foamposite One provided by Foot Locker
by matching previous covers of the popular Basketball Lifestyle Magazine*

LockerDome, a sports social media platform and one of the fastest growing online sports properties in the country with 2.5 million monthly unique visitors, announced today a partnership with **IDC Projects** to create the platform's first game with the launch of **Memory App by *Dime Magazine***. The goal of the game, which will live on the *Dime Magazine* Network on LockerDome, is to match the popular basketball lifestyle magazine's covers featuring the biggest names in basketball as quickly as possible to win basketball-related prizes. The top prize is the recently launched "Polarizing Pink" [Nike Air Foamposite One](#) provided by Foot Locker. IDC Projects is the maker of Memory Matches and Memory Matches 2, which have been downloaded collectively over one million times.

"We are pleased to be partnering with Dime Magazine and IDC Projects to deliver the first game to LockerDome's rapidly growing and highly engaged sports audience," said **Gabe Lozano, co-founder and CEO of LockerDome**. "This exciting new game featuring the stunning artwork from previous Dime covers and the wonderfully addictive Memory Matches technology represents the next step in the evolution of LockerDome as a sports media platform."

"Over the past decade, Dime Magazine's covers have featured the best basketball players in the world. We're excited to bring Dime to a robust mobile platform like LockerDome, and to give our fans a fun, new experience through this innovative and wonderfully addictive new game," **Josh Gotthelf, co-founder and CEO of Dime Magazine**.

"We're excited to use our expertise in mobile games to be part of this synergistic approach to encourage interaction between basketball fans and brands." said **Michael Orlando, CEO of IDC Projects**.

The game is built to be played on iOS devices (iPhone, iPad, iPod), with the contests powered by LockerDome. **Download the App here: www.lockerdome.com/apps**

Since re-launching in January, LockerDome has been one of the fastest growing sports-specific websites in the world. Many top sports agencies are leveraging LockerDome as a means to maximize their client's social media efforts on Facebook and Twitter and to better engage their fanbases. The official brands and networks the St. Louis-based company represents includes NBA superstars **Blake Griffin, Rudy Gay, David Lee** and **Stephen Curry**, NFL superstars **Troy Polamalu, Larry Fitzgerald, Maurice Jones-Drew** and **Marshawn Lynch**, and MLB Legends **Pete Rose** and **Wade Boggs**, among others.

About LockerDome

LockerDome is a social media platform for your sports life. More than 2.5 million people - athletes, fans, parents, and coaches - use LockerDome to consume content and interact with like-minded people around their favorite sports interests. LockerDome has approved 1,300 of the top sports brands in the country to launch their own LockerDome networks, which serve as interest-specific communities within LockerDome around their brands; this list includes celebrity athletes, media personalities, media companies, corporate brands and amateur sports programs. Learn more at www.lockerdome.com.

About IDC Projects

Based out of St. Louis, Missouri, IDC Projects was founded by Michael Orlando in 2008 while attending Missouri University of Science and Technology. The company is a developer and publisher of mobile games for iOS, Android, and Windows, with successful brand franchises such as Memory Matches and Motocross Sniper. The company is part of the current Fall 2012 Capital Innovators Class, an accelerator program for the most promising startups in the area, and a recipient of the prestigious Arch Grants award, a \$50,000 grant for high-growth startups in St. Louis. Learn more at www.idcprojects.com.

About Dime Magazine

Dime, The Basketball Lifestyle Magazine, launched in 2001. Dime publishes six times a year in the U.S., as well as Chinese-language versions of each issue for Dime China. Dime is the world's premier basketball lifestyle magazine, covering not only the sport on-court, but also the off-court lives and lifestyles of basketball players. While most basketball (and sports) magazines only feature athletes wearing their uniforms, Dime puts the artistic power in the hands of the athletes featured in the pages of the magazine to showcase their style and personalities. Dime is a magazine for ballplayers, by ballplayers. Visit dimemag.com. Follow us on [facebook.com/DimeMagazine](https://www.facebook.com/DimeMagazine) and Twitter [@DimeMag](https://twitter.com/DimeMag).

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