

For Immediate Release: February 4, 2013

LockerDome & USA TODAY Sports Forge Strategic Partnership

*LockerDome Named Official Partner of USA TODAY Sports Digital Properties,
Tops 8 Million Monthly Uniques*

St. Louis, Mo., and McLean, Va., — LockerDome, the sports social media publishing tool for more than 1,450 “networks” of professional athletes, brands, media personalities and other sports properties, announced today that it has become an official partner of USA TODAY Sports Digital Properties. LockerDome, which recently surpassed **8 million monthly unique visitors, is currently growing at an average rate of more than 100,000 unique visitors a day**, making it one of the fastest growing online sports platforms in the world.

Official brands and networks represented by the St. Louis-based LockerDome include NFL superstars **Troy Polamalu, Larry Fitzgerald, Maurice Jones-Drew, Antonio Brown** and **Marshawn Lynch**; MLB All-Star **Felix Hernandez**; baseball legends **Pete Rose** and **Wade Boggs**; and NBA stars **Blake Griffin, Rudy Gay, David Lee** and **Stephen Curry**, among others.

Under the partnership, effective immediately, USA TODAY Sports Digital Properties will begin selling advertising on LockerDome, and LockerDome’s traffic will now be included within the USA Today Sports Properties network. Additional 2013 strategic initiatives between the two properties are currently being planned.

“By delivering an innovative platform for publishers, LockerDome has quickly become the fastest growing sports website in the world,” said **Gabe Lozano, co-founder and CEO, LockerDome**.

“USA TODAY Sports is a top-tier media brand that we’ve always had a great amount of respect for, and becoming an Official Partner of USA TODAY Sports is a fantastic marriage between two world-class companies that opens up a number of exciting growth opportunities across the board,”

“We’re excited to welcome LockerDome to the USA TODAY Sports family,” said **Clay Walker, Vice President of Affiliate Relations for USA TODAY Sports Digital Properties**. “LockerDome’s unique social media platform enables us to provide our advertisers with engaged, highly targeted audiences inside LockerDome’s vast—and growing— ecosystem.”

What sets LockerDome apart for publishers is its ability to reach a more engaged, targeted sports audience and increase their overall social media footprint. Since its initial launch, LockerDome has delivered **50% average growth** across Facebook and Twitter for its properties in their first 4.5 months. One of its key differentiators is LockerDome’s cross-promotional

flexibility, allowing its networks to grow their existing audiences with each other, a service Facebook and Twitter do not currently offer. While contests on other platforms traditionally average the industry standard of 2% - 3%, LockerDome boasts an average **landing page conversion of 23%**.

Sports enthusiasts join LockerDome to become a part of interest-specific sports communities where they can consume content and interact with like-minded fans around their favorite professional athletes, teams and sports. Milestones for LockerDome since its launch in January 2012 include surpassing one million uniques in June, two million in October, three million in November, four million in December and eight million in January. At its current growth rate, LockerDome is on pace to be a top-10 most visited sports site in the next 12 months.

About LockerDome

LockerDome is a social media platform for your sports life. More than eight 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 1,450 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 USA TODAY Sports

The USA TODAY Sports Media Group encompasses all sports initiatives across USA TODAY Sports and Gannett's more than 100 well-known local media brands. It also includes the sports photography service, [USA TODAY Sports Images](#), [USA TODAY High School Sports](#) and the hundreds of sites within USA TODAY Sports Digital Properties such as thebiglead.com and mixed martial arts site MMAJunkie.com, among others. USA TODAY is owned by [Gannett Co., Inc.](#) (NYSE: GCI).

-30-

CONTACT:

Jeff Pomeroy **JDP Communications**

[678-471-6590](tel:678-471-6590)

jpomeroy@jdppr.com