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LockerDome Partners with the National Hockey League's St. Louis Blues to Launch the First Official Network for a Major Professional Sports Team

March 25 LockerDome promotion to include two free tickets to April 19 game vs. Dallas, the chance to fist bump players as they hit the ice, an autographed T.J. Oshie jersey and an autographed puck from a favorite player

St. Louis, Mo. — **LockerDome** and the National Hockey League's (NHL) **St. Louis Blues** jointly announced today the launch of the "St. Louis Blues LockerDome Network"; marking the first official Network by a major professional sports team for the popular sports social media-publishing platform. LockerDome currently serves over 1,600 Networks of professional athletes, brands, media personalities and other sports properties, delivering over 11 million monthly unique visitors.

The two St. Louis-based companies announced that in conjunction with the launch, the Blues will host their first LockerDome contest. Beginning March 25, fans will be able to visit stlouisblues.com and the Blues LockerDome network to enter for a chance to win two tickets to the April 19 game vs. Dallas, the opportunity to fist bump the players as they head to the ice, an autographed T.J. Oshie jersey and an autographed puck from a favorite player. The deadline to enter the contest is April 8.

"We are excited to become the first pro sports team to partner with LockerDome," said **Blues' COO, Bruce Affleck**. "LockerDome is a progressive social platform that will allow our organization to become more accessible as a whole and strengthen the bond between our players and the best fans in hockey."

"We are pleased to choose the St. Louis Blues as the first major professional sports team Network on LockerDome," said **Gabe Lozano, co-founder and CEO, LockerDome**. "Adding professional teams and leagues is a natural progression for LockerDome as we continue to connect sports fans with the athletes, brands, media personalities and now the teams they love through our rapidly growing sports platform. We will be approving dozens of similar partnerships with professional organizations in the coming months."

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

What sets LockerDome apart for its publishers is its ability to reach a more engaged, targeted sports audience and increase their overall social media footprint. Some highlights include:

- **50% average growth** across Facebook and Twitter for its properties in their first 4.5 months.
- **Cross-promotional flexibility among its networks** allowing them to grow their existing audiences with each other, a service Facebook and Twitter do not currently offer.

- Extremely high traffic and success rates for its contests, which yield an average **landing page conversion of 23%** (industry standard is 2% - 3%).

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, eight million in January and 11 million this month. 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 11 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 1,600 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, professional sports teams, media personalities, media companies, corporate brands and amateur sports programs. Learn more at www.lockerdome.com.

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