



## **Drew Brees Teams with Swink.tv to Launch New Site That Provides Easy Access to Youth Sports Video Highlights via Social Media**

*Swink.tv launches with youth football, baseball, basketball and lacrosse;  
Brees to select weekly Swink.tv "Play of the Week"*

**Ventura, California (October 2, 2012)** — Super Bowl MVP and six-time NFL Pro Bowler **Drew Brees** has teamed with **Swink.tv** to launch a new online service that makes sharing video highlights of youth athletics easier than ever before. Teams simply upload their game film to [www.swink.tv](http://www.swink.tv). Swink.tv then encodes, cuts and tags each play with searchable sport specific information within 48 hours to be downloaded and **shared via email, Facebook, Twitter or YouTube**. Once processed, a player, parent or coach uses the search filters to find specific plays they were involved in (ex. - all of #22's running touchdowns to the left).

**Drew Brees describes Swink.tv:** <http://swink.tv/what-is-swink>

Swink.tv launches with youth football, baseball, basketball and lacrosse, with youth soccer and hockey to be added by Fall of 2013. Each week Brees will select the Swink.tv 'Play of the Week'.

"Not only does Swink.tv give kids a chance to go back and watch and share game clips with their buddies, but as a father of three little boys I think the best thing is that it gives their parents the opportunity to enjoy the games live and not watch them through the lens of a camera," said **Brees**. "From a coaching standpoint, which is so vital in youth sports, they now have less film to break down, allowing them more time to mentor them and teach proper technique."

"Our goal with this revolutionary new social media-based tool is to provide young athletes with a way to share their big plays with their friends and families, who can't always be there live," said **Dan Policy, Swink.tv Co-founder and Chief Executive Officer**. "Swink.tv is proud to partner with a community-minded athlete like Drew Brees and looks forward to providing a home for unforgettable sporting memories for additional youth team sports in the future."

Swink.tv's unique meta-tagging service is available for \$30 per game, which includes unlimited subscriptions for each player and their families and friends. Game film privacy settings are determined by the uploader, with individual highlight privacy settings available by player. Music, transitions and other effects are also available via the Editor function at no

additional charge. Once a highlight package is created you have a “Swink” that can be shared via email and social media.

#### **About Swink.tv**

Swink.tv was created and co-founded in 2009 by **Christopher Jue** and Dan Policy, son of five-time Super Bowl winning San Francisco 49ers executive Carmen Policy. Along with Brees, investors include **DFJ Frontier**. The social media company is based in Ventura, California, and is a media service designed for amateur team sports that enables every player on a team to easily create, store and share personalized highlights of their best plays with family and friends across social media networks and email.

#### **About DFJ Frontier**

Headquartered in Los Angeles, DFJ Frontier is a venture capital firm that invests in seed and early stage companies on the west coast. DFJ Frontier backs passionate entrepreneurs in a broad array of industries, including information technology, media, and other emerging businesses. The firm typically leads the first round of investment, taking an active role to help entrepreneurs build extraordinary businesses. DFJ Frontier is a Partner Fund of Draper Fisher Jurvetson and has offices in Los Angeles, Portland, Sacramento and Santa Barbara. For more information, please visit: <http://www.dfjfrontier.com>.

For more information on Swink.tv, please visit our **website:** [www.swink.tv](http://www.swink.tv), **Facebook:** [www.facebook.com/swink.tv](http://www.facebook.com/swink.tv) or **Twitter:** [www.twitter.com/swink.tv](http://www.twitter.com/swink.tv) accounts.

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