



SB Nation Arizona and KTAR Announce New Partnership

Partnership Includes Sharing Content

Phoenix, AZ, July 6, 2010: SB Nation, the largest and fastest growing network of online sports media brands, and Sports 620 KTAR, one of the top-ranked sports radio stations in the Phoenix market, announced today that they have joined forces in a unique partnership. The announcement was made by SB Nation Executive Scott Langerman and KTAR Online Content Editor Tyler Bassett.

The two sports media brands have created a partnership where SB Nation will provide their blog content on KTAR's Web site in several different prominent places including each of KTAR's sports team pages.

"We look forward to combining our objective sports coverage with SB Nation's fan perspective. It will help us to continue to provide our listeners and users with the in-depth, thorough coverage they are accustomed to receiving from KTAR Radio," stated Bassett.

"KTAR Radio has distinguished itself as one of the sports radio leaders in Arizona which aligns perfectly with SB Nation's high-quality positioning," said Langerman. "KTAR's editorial will complement SB Nation's fan-focused perspective. This partnership will create value for Arizona sports fans."

About SB Nation:

Washington, DC-based SB Nation (www.sbnation.com) is the preeminent network of fan-centric online sports communities. SB Nation has developed the highest quality grassroots sports sites on the web—recruiting only the most respected writers and bloggers to build their communities while empowering passionate fans to engage in the conversation. Each of its nearly 240 distinct team and sport-specific sites, boasts its own name, URL, team colors, writers, and guidelines. In a world where media companies are slashing their editorial coverage, no one matches SB Nation's commitment to serve fans so deeply or broadly.

For a [full directory](#) of SB Nation team and community sites go to www.sbnation.com/blogs. The company's flagship site, SBNation.com covers sports stories that rise to national significance. SB Nation produces more than 40,000 monthly pieces of unique sports content – more than any other media outlet. The company's investors include Accel Partners, Comcast Interactive Capital, Allen & Company and several individuals who are pioneers in the internet industry.

About KTAR Radio:

Sports 620 KTAR is the first major-league sports radio station in the Phoenix market. Committed to breaking sports news first, we have dynamic local sports talk, premiere ESPN Radio programming, and play-by-play coverage for the Phoenix Suns (NBA), Arizona Diamondbacks (MLB), Arizona Cardinals (NFL) and Arizona State University football and basketball (NCAA).

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