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**SKILLS2SCORE<sup>SM</sup> PROGRAM TO HELP BASKETBALL PROGRAMS  
ACROSS THE COUNTRY**

**On Court Player Development® continues mission to enhance youth basketball community**

**ATLANTA (March 3, 2008)** – On Court Player Development® (“On Court”) has begun installing its new Skills2Score<sup>SM</sup> basketball program in community centers and recreation leagues across the country. The new program will assist existing youth basketball programs by upgrading the quality of instruction and improving the organization of their efforts.

Skills2Score<sup>SM</sup> is a turnkey program that includes the certification and ongoing education of all coaches, a standard curriculum and organizational tools for league operators. The program gives parents and players in the program access to online video training, team Web sites and social networking.

According to On Court Player Development® CEO Mike Eddy, Skills2Score<sup>SM</sup> is not intended to replace existing programs, but to help improve programs already in place. “If the existing league is the computer, Skills2Score<sup>SM</sup> is the new operating system designed to enhance the user experience by simplifying life for organizers and making participation special for the kids.”

On Court Player Development® is rolling the program out nationally through a network of Grassroots Basketball Advisors. The first wave of advisors started this week, covering the following cities and surrounding territories: Atlanta, Arizona, Illinois, Indianapolis and Milwaukee.

“We are excited about the feedback we are getting. By the end of March we should have another wave of advisors trained and underway. We plan to install the Skills2Score<sup>SM</sup> program in an additional five to 10 markets by the end of the month with a goal of ultimately being across the United States,” says Greg Van Ess, On Court Player Development® senior vice president of marketing and sales.

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Van Ess says On Court will bolster staff to target the Boston, Charlotte, Gulf Coast, Los Angeles, Maine, New York City, Orlando and Washington markets in March. “We are moving toward areas where we can quickly make an impact because of existing connections in those markets as well as an identified resource on the ground who can contribute in an advisor role.”

In addition to installing Skills2Score<sup>SM</sup> in local basketball programs, the Grassroots Advisors will be responsible for establishing On Court Player Development<sup>®</sup> Expos as well as selling and promoting the various services offered through the On Court Player Development<sup>®</sup> Web site [www.oncourtonline.com](http://www.oncourtonline.com) to customers in their market.

“We will continue to enhance the value of the Skills2Score<sup>SM</sup> program by adding partners who also want to reach the grassroots market in their area and want to give back to the game and the kids who participate and look to access the grassroots communities in their area,” Eddy says. “For example, we have created a model to incorporate NBA franchises in each market we enter.”

#### **About On Court Player Development<sup>®</sup>**

On Court Player Development<sup>®</sup> is a cooperative approach to address the challenges facing grassroots basketball by restoring the original intention of sports participation – character building, life lessons, and the fundamentals of the game, in communities across the country. Offerings provide solutions to youth players, parents, coaches and sports programming facilities delivered through a global online content and player development platform. Also through programming tools and processes for enhancing basketball programming environments. For more information, visit [www.oncourtonline.com](http://www.oncourtonline.com)

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