



PICKHOOPS.COM TAKES THE MADNESS IN MARCH TO NEW HEIGHTS

Dell Sports Launches Website with Unparalleled Features for Fans of All Levels

Charlotte, NC – March 11, 2008 – Dell Sports has launched www.PickHoops.com, a groundbreaking interactive gaming website custom built to fuel “March Madness” frenzy with several completely unique features that set it apart from any other site of its kind (view demo: <http://www.youtube.com/watch?v=PfOoL7HX7F4>). Targeting the more than 44% of U.S. workers who participate regularly in office pools,* the newly updated bracket management software boasts innovative backend technology and a user-friendly interface that both heighten the gaming experience and open it up to fans of all levels.

A “Quick Pick” option automatically generates a random bracket and displays the risk level for that bracket. Fans may keep generating random brackets until they find the ones they want to keep or revert back to entering individual selections. The “Risk Assessor” allows participants to see the risk levels of their bracket changes with each individual selection that is made. If a fan has a particular risk level in mind, that “Desired Risk” can be entered and a bracket will be generated accordingly. Through this one-of-a-kind functionality, even basketball’s newest fans can benefit, with a non-intimidating way to battle their friends and co-workers.

The “What If” generator allows fans to select various game outcomes and determine how those scenarios will impact the standings. Additionally, a “Best Results” feature begins after the second round of games. It gives participants the probability of their best and worst finishes, along with the specific teams that must win in each round in order to achieve those best finishes. These features keeps fans engaged in their bracket games for the entire tournament and assist them in determining which teams to pull for in each round.

“With nothing else like it out there, PickHoops is simply a must-have interactive game for NCAA fans,” said Terry Dell, President and Founder of Dell Sports. “Beyond its innovative features is the fact that every pool has its own dedicated web address, with no ads, spam or software to install.”

While the development of PickHoops began more than 10 years ago, Dell Sports acquired the site and undertook extensive front and backend remodeling, all leading to the current updated PickHoops site, www.PickHoops.com.

About Dell Sports Inc.

Dell Sports Inc. provides interactive online games, content and social networks to media companies and consumers. The company’s offerings include four distinct brands: Dell Sports, PickHoops, PickManager and PrepSportsNation. Dell Sports Inc. has been providing interactive online sports games to radio, television, newspaper and online media companies for over four years. The company creates the most cutting edge, interactive products available in the market today. For more information visit www.dellsports.com

* Harris Interactive QuickQuerysm Poll - Feb. 2008