



FOR IMMEDIATE RELEASE

September 3, 2010

**VICENTE CAPITAL PARTNERS INVESTS IN SPORTSMEDIA
TECHNOLOGY CORPORATION**

Fourth Investment for Los Angeles-based Investment Firm's Current Fund

LOS ANGELES, CA – Vicente Capital Partners, LLC announced today that it has completed a \$12.5 million minority interest investment in SportsMEDIA Technology Corporation ("SportsMEDIA"), the industry's leading provider of award-winning graphics, statistics and video enhancement solutions for live sporting broadcasts.

Headquartered in Durham, NC, SportsMEDIA was founded by current CEO Gerard J. Hall, a pioneer and innovator in the design and development of real-time, data and graphics hardware and software solutions for the sports broadcasting industry. SportsMEDIA's technology has been featured on the Super Bowl, NBC Sunday Night Football, the Indianapolis 500, the NCAA Final Four, the Kentucky Derby, Tour de France, ESPN Summer and Winter X Games, NBA on TNT, NASCAR, NHL, etc. and won 17 Emmy awards.

"We are extremely pleased to partner with Gerard and his team," said Jay Ferguson, Managing Partner of Vicente Capital Partners. "Over the past 20 years, Gerard has built SportsMEDIA into the premier technology provider for live television sports broadcasting. We look forward to helping the company accelerate its growth and capabilities."

Jay Ferguson and David Casares of Vicente Capital Partners will join SportsMEDIA's board of directors.

"More than just a financial partner, Vicente has an impressive track record of helping tightly-held, founder-driven businesses grow and move to the next level," said Gerard J. Hall. "Vicente's strategic outlook, breadth of knowledge, wealth of experience, and capital resources make them a very attractive partner for SportsMEDIA. With all that Jay Ferguson and his team at Vicente bring to the table, SportsMEDIA is robustly positioned for accelerated growth, continued profitability and financial success."

"SportsMEDIA represents Vicente Capital's fourth investment from our \$165 million growth equity fund which closed in January of 2009," said Jay Ferguson. "We continue

to see interesting investment opportunities in a number of sectors where we have domain expertise, and plan to actively invest in companies where our capital can create value for both management and investors.”

About SportsMEDIA Technology Corporation

SportsMEDIA Technology Corporation, headquartered in Durham, NC, is a leading provider of graphics, statistics and video enhancement software and services for live television sports broadcasts networks. Founded in 1988, SportsMEDIA pioneered the first real-time scoring and wireless data system. SportsMEDIA continues to develop and deliver customized products and services to enhance the production quality and viewers’ experience of sporting events. The company has won 17 “Emmy” awards since 1993. SportsMEDIA’s solutions have been used at the most prestigious sporting properties for some of the biggest sporting events including the Super Bowl, NBC Sunday Night Football, the Indianapolis 500, the NCAA Final Four, the Kentucky Derby, Tour de France, ESPN Summer and Winter X Games, NBA on TNT, NASCAR and NHL. SportsMEDIA’s customers include all major broadcast television companies as well as several regional and specialty sports networks.

For more information, visit www.sportsmedia.com.

About Vicente Capital Partners

Vicente Capital Partners is a private equity firm specializing in both non-control and control investments in growth businesses that have annual revenues between \$5 million and \$25 million. The firm’s investment professionals have a long and successful track record of partnering with management teams to create and realize value across a number of different industries including: Business Services (outsourced services, Internet services, telecom services); Consumer Services (healthcare services, residential delivery, education); and Specialty Manufacturing (aerospace & defense, environmental products, networking/telecom equipment).

For more information about Vicente Capital Partners, please visit www.vicentecapital.com.

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