



SportsSignup to Acquire Athletic Administrator, LLC

Acquisition of sports software provider will enhance SportsSignup's online registration services for youth football and cheer organizations.

Saratoga Springs, NY ([PRWEB](#)) July 22, 2009 -- SportsSignup, a leading provider of [online sports registration](#) and league management systems for sports organizations will acquire desktop sports software manufacturer Athletic Administrator, LLC for an undisclosed amount.

Athletic Administrator's software is used by hundreds of youth football organizations to manage their registration, roster management and fundraising activities. SportsSignup plans to convert Athletic Administrator's software to an online platform that will offer youth football organizations greater convenience and enhanced features. This, along with SportsSignup's existing [football online registration](#) system makes for a great service for football and cheer organizations.

SportsSignup will work with existing Athletic Administrator customers to move their existing data easily to the online platform in the coming months. The desktop software will remain fully operational until the transfer is complete.

"Athletic Administrator's youth football and cheerleading customers will continue to enjoy all of the outstanding features that are so critical to their organizations' success -- with the increased convenience and additional features available through SportsSignup's online system," said SportsSignup CEO Anthony Bruno.

"At the same time, the acquisition gives SportsSignup an enhanced feature set that will have an immediate positive impact on our ability to service the rapidly growing youth football and cheer markets," Mr. Bruno added.

William Brown, president of Athletic Administrator, said the sale is a win-win situation for all involved.

"Our devoted client base has always appreciated the level of detail and extensive reporting features available within our software, and with SportsSignup, the core functions of the program will not only be preserved, but enhanced by taking the system online," Mr. Brown said. "Given SportsSignup's powerful online registration software and the strong market reputation they have earned, we are very confident that both new and existing customers will be excited about the merger of our software with SportsSignup's suite of online services."

SportsSignup's secure, affordable, and hassle-free online sports registration and league management system enables volunteers from football, soccer, baseball, lacrosse, hockey and many other youth sports organizations to spend more time on the playing field than on administrative tasks. SportsSignup also features ShopForMyCause.com, a [team fundraising](#) website, and KidSafePlus background check management system, allowing youth sports organizations to conduct background checks on all volunteers promptly and effectively.

For more information about SportsSignup, please visit www.SportsSignup.com.

About SportsSignup:

SportsSignup, owned and operated by League Sports Services LLC, provides sports organizations with a fully-integrated Software-as-a-Service (SaaS) solution to facilitate online sports registration, member management,



team fundraising, and coach/volunteer background checking. Since 2003, the company has been dedicated to operating a secure, affordable, and hassle-free online registration platform that enables administrators from hundreds of soccer, football, baseball, lacrosse, hockey and many other youth sports organizations to spend more time on the playing field by automating many aspects of their duties.

About Athletic Administrator:

Athletic Administrator, LLC is a software development company dedicated to creating software solutions for youth and high school coaches and administrators. These software solutions are customized to comply with any national affiliation, high school governing boards, or state and local requirements.

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