



Press Contact: Brian Parsons
240.497.0037 Ext. 204
bparsons@compete-at.com
or
Leslie Kerr
NOCA Executive Director
888-597-8730 Toll Free
lesliekerr@curlno.ca

FOR IMMEDIATE RELEASE

Northern Ontario Curling Association Forms Exclusive Partnership with Compete-At for Online Sporting Event Management & Registration

***All NOCA Events are Live and Accepting Team Registrations
Effective October 12, 2007***

BETHESDA, MD. – November 12, 2007 – Compete-At, the leading innovator of sport event management software, today announced an exclusive partnership with the Northern Ontario Curling Association (NOCA), to provide an end-to-end sport event management platform for all regional, inter-regional, and provincial Playdowns for the 2007-2008 season.

NOCA will use Compete-At's comprehensive Event Management platform to manage this season's events and extend the benefits of online event management to 57 clubs and over 8,700 Canadian curlers. Using Compete-At's software, NOCA will automate many of the tasks associated with event management and offer online event registration for the first time. The Compete-At solution empowers NOCA to build and configure robust event websites with a simple point and click interface. From the administrative side, NOCA can securely accept and approve entries online, automate athlete notifications, manage volunteer and staff communications, and run financial reports.

Members of NOCA will receive a Compete-At Passport Pro account at no cost. Passport Pro allows NOCA members to manage their competitive profile securely online, maintain a history of past events, store required entry documentation, and register for Playdowns, bonspiels and social events. With just a few clicks, NOCA Passport members can register for events at www.Compete-At-Curling.com or <http://www.curlno.ca>.

"As a newly formed member association of the Canadian Curling Association it's important for us to streamline our internal business processes and embrace new technology from the start," said Leslie Kerr,

NOCA Executive Director. "Compete-At provides us with a comprehensive and feature rich solution that meets all of our immediate event management needs and is the first step in automating and streamlining part of our business. This initial step allows all of us at NOCA to shift our focus from the laborious process of managing traditional registrations to actually running successful events."

"Compete-At is very excited that NOCA has embraced our technology to provide automation of critical registration processes and meet their online event management needs," said Tom Berger, Chief Marketing Officer Compete-At. "Compete-At has seen rapid adoption of our technology in curling associations and clubs of all sizes that want to increase event participation, increase revenue and maximize the potential of every single event. It's not about simply accepting a credit card online, it's about providing a better experience for curlers participating in NOCA events this season."

About the Compete-At Event Management Platform

Compete-At Event Manager is a secure online platform tailored to meet the unique planning needs of competitive sports like curling. Unlike "league based" or one-size-fits-all solutions, Event Manager is specifically designed and tailored to alleviate the headaches of event management while handling all sport specific disciplines at local, regional and international levels.

Compete-At functionality addresses the following areas of running a successful curling event:

- Configurable event website to accept online registrations and secure credit card processing
- Pre-event planning and promotion: Event staff roles and responsibilities, access rights and privileges, scheduled notifications and tasks
- Administrative tools: Registration set-up, registrations requirements, open and close dates, fee structure, discipline and class structure
- Club and event personnel management and communication system
- E-commerce store to sell event apparel, social or event tickets
- Event cloning for rapid deployment and increased efficiency
- Draw Library
- Spare Finder
- Game Clock Software
- Photo Galleries
- Social Event planning including coaching and officiating clinics
- Multi-lingual and multi-currency

- Financial budgeting and reporting modules

About the Compete-At Passport Product

The Compete-At Passport is a secure user account for to managing profile information, maintaining a history of past events and storing required entry documentation to allow for quick and simple online registration. Once a curler has created a Passport Account, registering for any event is a simple process by which the stored profile information is ported over to the event registration forms making sure to pass only the information necessary for that event.

ABOUT NOCA

The Northern Ontario Curling Association is a newly formed association resulting from the amalgamation of four associations which promoted and supported curling in Northern Ontario. An amalgamation agreement and new constitution were officially signed in Sault Ste. Marie on June 2, 2007 to form one strong body for curling in Northern Ontario. The Northern Ontario Curling Association (NOCA) is the sport's new governing body for the area stretching from the Manitoba border to Moose Factory to Mattawa. The association Board and Staff are very excited about the future of curling in Northern Ontario under one umbrella organization.

ABOUT COMPETE-AT.COM

Compete-At.com is the sport event management expert providing tailored solutions to meet the unique needs of individual sport disciplines. The Compete-At product suite is based on the robust and widely adopted Regatta Manager platform and helps National Governing Bodies, sport event organizers and athletes, coordinate, promote, and manage events through a robust, yet easy to use online system. For more information visit <http://www.Compete-At.com>