

Press Release

## **Chat Sports Launches Website That Builds Users a Personalized Sports Page**

*Exiting beta, sports news startup Chat Sports is creating a Pinterest-like design with Flipboard-esque features in a news and video sports page on the web by curating the top content from thousands of sources and customizing it for each user.*

San Francisco, CA, Oct. 17, 2012 – Today [Chat Sports](#) announced the launch of its next generation sports website that delivers sports fans a customized sports page based on their interests. Chat Sports curates up-to-the-minute content from local newspapers, national news sources and thousands of leading sports blogs all onto one website. By quickly delivering the very best and most relevant sports stories from thousands of potential sources, the website provides a [customizable & comprehensive sports page](#) to each user, saving them valuable time while making it simple to share content with friends and fellow fans.

“I grew up in Ohio, moved to Las Vegas after college and later to Washington DC. Being a fan of non-local teams, it was becoming extremely difficult to keep up with the latest news and highlights of my favorites teams, and even harder to share and debate with friends. Chat Sports solves this problem by delivering a [customized sports page](#), with content from favorite sources, based on the teams that I follow as a sports fan,” said founder and CEO James Yoder.

After running in beta for several months, the Chat Sports team acted on user feedback and updated the product to allow a user to customize the content they are delivered, while also offering a beautiful, image based interface. “We received a ton of positive feedback while in beta on the simplicity and ease of use that Chat Sports offered. The feedback also allowed us to identify what features users desired from a sports website and how we can help solve the pain points of sports fans online,” Yoder said.

The company’s bold approach differs from any other product that sports fans have previously used. The technology behind the product becomes smarter each time a user interacts with the site and learns what teams and news sources each user prefers. Connecting with Facebook allows the company to give news recommendations to users based on connections in their existing social graph.

An iPhone and iPad app are set to debut later this fall.

### **About Chat Sports**

Chat Sports is a digital social magazine that curates top content from the web to build your customized [sports page](#) that becomes smarter each time you use it.

Chat Sports is based in San Francisco, CA. Connect via [Twitter](#), [Facebook](#), [AngelList](#) & [Crunchbase](#)

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