

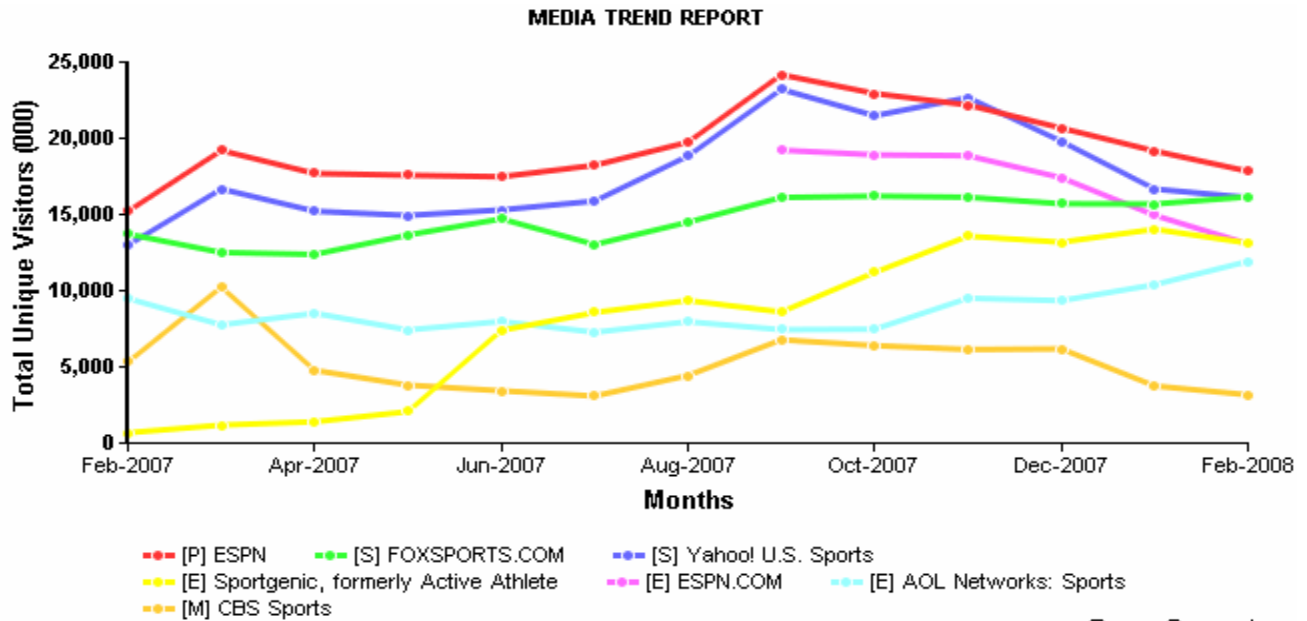


For immediate release

Sportgenic™ Network Moves Ahead of Competition with 250th Member Site; Passes Sports Site Heavyweights ESPN.com, AOL Sports, CBS Sports, and NASCAR.com

San Francisco, Calif. (March 10, 2008)— Sportgenic™ (formerly Active Athlete), a media and technology company dedicated to connecting marketers with sport enthusiasts, today announced that its network of online publishers has grown to 250 member Web sites, moving ahead of well-established competition in recent months. According to the latest comScore report, the two-year old company is listed as #7 in major online sports media destinations, surpassing the highly regarded ESPN.com as well as AOL Sports, CBS Sports, NASCAR.com and the NFL Internet Group*.

Many of Sportgenic's new member sites are medium and long tail publishers dedicated to the sport enthusiast, such as Mudbog.net, How2Skate.com, DaleJrPitstop.com, Rip.tv, SoFantasyFootball.com, SurfGuru.com and Bicycle.net.



While many of the “heavyweights” are experiencing their total number of unique visitors flatten out year over year, Sportgenic has continued its upward trend by delivering more premium, relevant content based on readers’ interests in lifestyle and sports. This approach has enabled Sportgenic to successfully compete for advertising dollars from large brands such as AT&T, Motorola, Nike and Saturn, against all of the major players, including ESPN, Fox Sports and Yahoo! Sports.

Last month the company changed its name from Active Athlete, Inc., signifying its expansion to include greater reach and access to passionate fans, in addition to its existing audience of avid sport participants. Sportgenic’s internal reporting numbers reflect more than 20 million unique users.

About Sportgenic

Sportgenic™ (formerly Active Athlete, Inc.) represents the buying power of millions of sport enthusiasts looking for people, products and information to fulfill their passion for sport. The company represents a network of highly engaging medium and long tail websites, including specialty sites, training resources, competition sites, social networks, and true enthusiast content sites. Sportgenic connects marketers with these engaged and passionate consumers via proprietary technology, enhanced ad targeting and deep domain expertise.

Sportgenic has consistently been listed amongst the top 10 sports networks on comScore in sports since November 2007. The company is headquartered in San Francisco, CA. For more information call 415-983-2301 or visit www.sportgenic.com.

Sportgenic is a registered trademark of Sportgenic, Inc.

*comScore Media Metrix Sports category media sets with duplication, February 2008