BALTIMORE RAVENS PURCHASE TWO STATIONS OF 3D MVP'S™ <u>PLAY VISUALIZER™ COACHING SOFTWARE</u>

Sports Technology Company's Play Visualizer™ Software Now Being Used By NFL, CFL and NCAA Football Teams

HUNT VALLY, MD – 3D MVP™ LLC, the sports technology company behind Play Visualizer™, has announced that the Baltimore Ravens purchased two (offense and defense) stations of their premier three dimensional football coaching software before the 2007 season. Play Visualizer™ is now the first software of its kind to be purchased by a National Football League (NFL) team, and the first to be used by teams in the NFL, Canadian Football League (CFL) and NCAA. The CFL's Hamilton Tiger-Cats and the Big Ten Conference's Purdue Boilermakers are currently using Play Visualizer™ this football season.

In addition to turning football game film into three dimensional animations, Play Visualizer™ also allows coaches to design their own plays and to give players at every position a realistic, three dimensional on-the-field view for scouting reports and game strategy sessions. The Baltimore Ravens worked with 3D MVP to test the software for the past two seasons and this year became a full-time client and the first NFL team to purchase the system.

"With Play Visualizer™ we can cover more in thirty minutes on a laptop computer than we can cover in an hour and a half on the practice field…" said Brian Billick, Head Coach for the Baltimore Ravens. "From quarterback read progressions, to blocking assignments, to adjusting to defensive shifts, Play Visualizer™ lets a coach do his most important job – prepare players to win."

The patent pending technology of Play Visualizer™ is revolutionary in that the software allows coaches/players to teach, test and practice football without putting players on the field and risking injuries. The Play Visualizer™ software costs between $50,000 and $150,000 per station, depending on the specific needs of a football team.

"Play Visualizer™ is not a video game but a professional coaching tool that significantly enhances the way football coaches and players can prepare for a game…" said Murray Taylor, co-founder of 3D MVP. "We've spent years developing this software to assist football coaches in a way that helps them best prepare their players to win games. We are thrilled that our hometown Ravens are the first NFL team to purchase Play Visualizer™ and we hope to work with many more teams in the future."

<u>ABOUT 3D MVP™ LLC (www.3DMVP.com):</u>

3D MVP™ is the sports technology company that designed Play Visualizer™, the premier 3D football coaching software being used in the National Football League (NFL), Canadian Football League (CFL), and NCAA. Play Visualizer™ uses patent pending technology to allow coaches and players to simulate real training scenarios on virtual fields for both scouting purposes and game strategy sessions. 3D MVP was established in June of 2006 when technology companies SportSoft and Digital Steamworks combined to develop Play Visualizer™. The company is based in Hunt Valley, Maryland.

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Contact: Chris Daley
                Maroon PR
                410-808-7694
                Chris@MaroonPR.com