



**NEW TIER AND CBS COLLEGE SPORTS NETWORK PARTNER TO  
ENHANCE OFFICIAL COLLEGE ATHLETIC SITES**

*Desktop Communicator Programs to be Deployed on CBS College Sports  
Partner Websites*

**Scottsdale, AZ – June 10, 2008** – New Tier, Inc., an industry leader in new media marketing software, announced today a partnership with CBS College Sports Network. The alliance will afford college sports fans the ability to obtain compelling and personalized interactive content through CBS College Sports Networks’ online network of official college athletic sites.

Together, New Tier and CBS College Sports Network are providing fans with a free desktop application, **Desktop Communicator**, that keeps them connected with their favorite teams in more ways than ever before. The application will be available through school websites, allowing fans to receive customized news and information updates about specific teams and sports. The **Desktop Communicators** combines news articles, video, RSS feeds and related content, including special ticket and merchandise offers, creating a condensed “cliff notes” version of the athletics website. Currently over one hundred schools are scheduled to launch the tool, with the majority of them to be available for downloading as early as this July.

Several CBS College Sports Network online partners are already utilizing this new application, including: **Boston College, Illinois, Clemson, Florida State, Notre Dame, Georgetown and Washington**. Fans can access the new application through each official college athletic website.



“By working with CBS College Sports Network, we are in a position to create one of the most unique collaborative networks,” said Michael Rossman, President of New Tier. “A new opportunity for colleges lay not only with new advertising and sponsorship revenue streams, but also with the intangible and incremental revenues derived from merchandise, ticket sales and cross promotions.”

The partnership also includes the opportunity for the schools to acquire mobile applications, widgets and broadcast screensavers, which are additional New Tier products as well.

Visit [www.newtier.com](http://www.newtier.com) for more information regarding New Tier’s products and services.

### **About New Tier, Inc.**

Founded in 1994, **New Tier** is the pioneer and industry leader in new media marketing, delivering unique products and services that allow marketers multiple methods to interact with their customers. New Tier’s patent pending technology provides a suite of desktop and mobile applications, giving clients the tools to broadcast real-time marketing messages to their customer’s computer desktops and mobile phones.

With headquarters in Scottsdale, Arizona, **New Tier** provides services to companies worldwide.

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