

# Little League International to Launch Licensed Scorekeeping Mobile Applications

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Little League International, the world's largest youth sports organization, has established a new licensing partnership with Fungo Media's "GameChanger" technology to keep score at Little League games.

As part of the agreement, Little League Baseball and Softball will debut two applications for iPhone, iPad and iPod touch. The first, "Little League Baseball and Softball Scorekeeper Powered by GameChanger," lets parents and fans at the field record play-by-play action using the app's simple drag-and-drop interface.

"Little League International is strongly committed to adopting new technologies that will enhance the Little League experience," Stephen D. Keener, President and Chief Executive Officer of Little League Baseball and Softball, said. "By adopting GameChanger's mobile technology, we're raising the bar once again to enhance the game experience and create greater engagement for parents and fans."

"We're bringing technology to Little League that, until recently, was reserved strictly for big leaguers," Ted Sullivan, Chief Executive Officer of Fungo Media, said. "This partnership marks an important shift in the way youth baseball teams manage their data, where fans anywhere can keep up with the action just by using their phones. Just ask any mom or dad -- the live updates are priceless."

The Scorekeeper app will be free to use, while the live viewer app will be paid. Both apps were created in partnership with FunMobility, a Mobile Entertainment and Content Community, and will initially be available at the Apple iTunes online store.

Fungo Media is committed to finding new ways to generate and distribute content in a digital age. Its launch product, GameChanger, is a mobile and web tool that delivers real-time local amateur baseball and softball game updates to the web. The company was founded in 2009 in New York City.

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