

FOR IMMEDIATE RELEASE

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## **DIGITAL SCIROCCO LAUNCHES SPORTS PHOTO NEWS DELIVERY INNOVATION FOR WEBSITES**

**Seattle, WA** -- DigitalScirocco announced today a sports photo news service for small market news and sports blog websites. The innovation will enable and track the automated delivery of targeted live-action and historical sport photos with edited captions to websites with little to no editing resources.

Uniwatchblog.com, the first beta customer of the new innovation, uses the service to dynamically publish historical images in various individual pro football team galleries and to display random images of players and coaches throughout their site, a forum dedicated to documenting and maintaining the visual history of sports design. "The integration of the feeds into our site was easy and the dynamically updated content is incredible. The service adds great value to our site and readers," said Paul Lukas, owner uniwatchblog.com and ESPN.com columnist.

The service allows a website owner to select photo feeds to match website topics and individual visitor context based on a range of categories, including geographical area, specific teams and even specific athletes across collegiate and pro sports. The photos with fully edited captions can be situated on a web page in a variety of sizes and formats. After integration of the photo feeds into the website's design, all photos matching the pre-selected categories automatically flow into the website. Pricing for the service is based on website traffic, not on the amount of content published, to help small sites compete.

"Website owners want to display high quality, dynamically updated photos that inform, add value and relate to their specific interest areas and audience. For many, their problem is that they lack resources to edit and update their websites on a daily basis. Our sports photo news images delivered through the DigitalScirocco marketplace and content feed-delivery and tracking platform finally brings an innovative solution to this segment of the on-line editorial community," stated Bruce Odle, President of US PRESSWIRE.

"This is a fantastic demonstration of strong, original digital content delivered through our unique digital marketplace and platform, one that removes the 'friction' between the creation, publishing and consumption of content on the Internet. By removing the barriers and providing a means to track content interactions, we bring value to the digital content supply chain," said Bruce D'Ambrosio, CEO of DigitalScirocco.

The service is live and website owners can learn more and register for a free 30 day trial at <http://www.digitalscirocco.com/sportsoffer.html>.

**About DigitalScirocco**

DigitalScirocco is an auction-based marketplace for digital content and services. Founded in 2009, DigitalScirocco is dedicated to dynamically bringing fresh and relevant content to websites in real-time. The DigitalScirocco Exchange offers digital content placed in the Exchange by sellers. Buyers specify the nature of the content they wish to purchase, price restrictions, and presentation parameters. DigitalScirocco's goal is to be the premier, central distribution point for per-impression content. For more information, see [www.digitalscirocco.com](http://www.digitalscirocco.com).

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