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### **MockDraftCentral.com Acquired by Roto Sports, Inc.**

**GRAND RAPIDS, MI** – Grand Angels’ portfolio company MockDraftCentral.com has been acquired by Roto Sports, Inc.

MockDraftCentral.com has been a pioneer in online mock drafts and real-time software to facilitate fantasy sports drafts since 2002. Mock Draft Central was honored with multiple industry awards in consecutive years, topping industry giants CBS Sports and ESPN to win the *Best Drafting Software* and *Best Draft Assistance Tool* award categories at the 2009 Fantasy Sports Trade Association conference and the *Best Drafting Software* and *Best Specialty Fantasy Site* awards at the 2008 Fantasy Sports Trade Association conference. With over 130,000 members, MockDraftCentral.com is a respected industry leader in the areas of mock drafting services, cumulative draft statistics, and draft technology licensing.

In addition to the newly acquired MockDraftCentral.com, Roto Sports, Inc. owns and operates RotoWire.com, an award-winning website featuring 24/7 player news, customized projections, and wireless alerts. Roto Sports, Inc. also owns DatabaseSports.com, a premier historical statistics site, and FantasySportsAdNetwork.com, a comprehensive advertising network for fantasy sports.

Acquiring the leading destination for mock drafts and real-time draft software provides RotoWire.com with the ability to add industry leading live drafting to their highly customizable league commissioner and integrate up-to-date draft statistics into the 24/7 player news and notes. The acquisition bodes well for the continued growth of MockDraftCentral.com by leveraging the expertise, infrastructure and business relationships RotoWire has built.

“Adding the web’s leading outlet for mock drafts to our best-of-breed content will give fantasy users increased advantages when preparing for fantasy drafts,” said RotoWire.com president Peter Schoenke. “It’s a great fit because both businesses have subscription models that focus on customer service and offering products that are worth paying for to give a fantasy owner a competitive advantage.”

The Grand Angels and software development firm Atomic Object (atomicobject.com) played crucial roles at critical points in the life of Mock Draft Central. “Without the advice of my Grand Angel board members and the exemplary software development skills of Atomic Object, we never could have built Mock Draft Central into the profitable business and respected brand that it has become.”

The mission of the Grand Angels is to utilize its financial, intellectual and networking capital to promote the success of young growing companies and to enhance the economic development of West Michigan. The Grand Angels are committed to making “investments with a difference.” Grand Angel members invest as individuals and not as a group fund. Mock Draft Central was their sixth collective investment.

For more information, please contact: [info@grandangels.org](mailto:info@grandangels.org) or visit [www.grandangels.org](http://www.grandangels.org).

To license Mock Draft Central’s award-winning drafting technology or average draft position data, contact Peter Schoenke at (608) 310-4278.

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