

PALM BEACH GARDENS, Fla., Jan. 18, 2014 /PRNewswire/ -- The NFL Playoffs have gotten off to an exciting start, and with *NFL Connect*, football fans are turning every play in the live game into an opportunity to win big and get access to one-of-a-kind rewards.

NFL Connect is an innovative mobile game app that marries the simplicity of bingo with fantasy football and is played alongside live NFL games. The game offers users the ability to earn in-game credits to exchange for one-of-a-kind NFL fan experiences such as a video chat with NFL superstars Patrick Willis from the San Francisco 49ers and DeAngelo Williams from the Carolina Panthers.

NFL Connect brings fans to their feet, completely engaging them with the on-field action while they seek to score their first "Connect." Each user receives a unique game board of 16 live-game events ranging from touchdown to quarterback sack. The board fills up as game action plays out in real-time, and users may swap or modify their board's events to improve their chances of "connecting" four event tiles in a row. Along the way users interact with both their opponents and friends through the game's real-time social messaging feature.

"Through *NFL Connect*, we are getting football fans more involved with the action on their mobile devices," said Daren Trousdell, CEO of OneUp Sports. "The game's innovative style of play and engaging social features add a new dimension to watching the NFL Playoffs."

By placing first in the game, players earn credits that can be redeemed instantly for VIP experiences or unique player interactions. The simplicity of the game and social features make

it perfect for any football fan, young or old.

"*NFL Connect* is a compelling game experience that will allow our fans to engage with the Playoffs in a new way," said David Healy, Director of Media Strategy and Business Development for the NFL. "We are excited to see the matchups play out both on the field and across fans' mobile devices through Super Bowl XLVIII."

NFL Connect was one of the Top-25 sports apps this season and is part of the OneUp Sports network which connects users with millions of other passionate sports fans from around the world. The Connect game platform has been successful at driving impressive mobile engagement across the portfolio of games it powers, with users spending upwards of 60 minutes per game and making over 50 million game moves during the over 30,000 live-events delivered to date.

NFL Connect is available to download for free on iTunes, Google Play and the Windows Marketplace. More information can be found at www.1up.me.

About OneUp OneUp Sports offers no-holds-barred, live-action, edge of your seat, split-second decision making, mobile sports platforms that offer a deeper and more engaging live-sports experience. They enhance TV sports watching, using the power of mobile and social platforms to bring professional sports teams, fans and friends together like never before. Visit

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Media Contact: □

OneUp Rebecca Seelig, APR rseelig@pb-pr.com 561.628.5929@PalmBeachPR

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