



For Immediate Release

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Praeses and the Shreveport Times Launch Season Three of Friday Night Live

Popular Mobile App Covering High School Football with Fantasy Returns

SHREVEPORT, LOUISIANA – September 18, 2018 – Praeses, a national leader in software and mobile application development services, is pleased to announce that we have teamed up with the Shreveport Times to offer Friday Night Live (FNL), the popular mobile application covering Louisiana regional high school football. Following a banner year in 2017 when the app had over 20,000 unique users who logged nearly 330,000 sessions, viewed over 700,000 screens, and more than one million ads, the success of FNL has continued as we kick off the 2018 season. Relative to the first two weeks of the 2017 season, 2018 users have grown by 32%, the number of sessions has increased by 46%, the number of screen views is up 31%, and the number of ads shown has grown by 41%.

FNL uses Twitter to capture and display live updates from games across the region, provides live scores for over 60 teams, allows fans to participate in weekly fantasy football matchups, tracks scores and records for local schools with individual team pages, and allows fans to vote for the Times Player of the Week through the app. In addition to an unrivaled fan experience, FNL delivers value to its sponsor, the Times, by providing ample space, view, and click opportunities for advertisers without deteriorating the user experience.

Roy Lang III, The Times' Sports Editor and Gannett Sports Reporter said, "FNL's user engagement continues to exceed expectations and provide a great overall user experience. In addition to celebrating high school athletes and providing a valuable service to update prep football fans, it is also an excellent platform for our advertisers to promote their businesses."

Praeses President Adam Rosen added, "Praeses is thrilled to partner with the Times once again for another successful season of FNL. FNL is a platform that can easily be replicated for other areas covering high school football and can be adapted to cover additional sports, leading to increased revenue-generating opportunity for sponsors like the Times."

To learn more about how FNL and other innovations from Praeses can benefit your company, call 318-425-8125 or email btsolutions@praeses.com.

About Praeses

Offering proven and consistent business success through a unique combination of people, process, and results, Praeses is a leader in innovative software development and services. Its client base of local, national, and international organizations includes small businesses, Fortune 100 companies, state and local governments, and the Department of Defense.

Employing a team of versatile professionals, Praeses offers an exceptional range of experience and expertise — aligning clients with its professionals to yield focused applications and solutions to business problems.

To learn more, visit us at www.praeses.com.