

NATIONAL INDOOR FOOTBALL LEAGUE ANNOUNCES FIRST FOOTBALL TEAM



*American Transportation Holding, Inc. (ATHI) Acquired for the Leagues
Dallas, Texas Team*

June 29, 2016 Dallas, Texas

The National Indoor Football League (“NIFL”) has purchased what will be its first football organization to be located in Dallas, Texas. The NIFL has approved the ownership of its newest team. The team will leverage technology that ATHI developed for gaming, media entertainment and fan participation to attract fans, investors and media partners nationwide.



The NIFL was the only Indoor Football League in America partnered with the NFL for officiating in 2004. Previously, CNN named Indoor Football the fastest growing sport in America in 2005 and the sport continues that growth. NIFL has rolled out its new \$100 Billion business strategy and team development plan and will begin its 2017 season by allowing fans to invest directly into their favorite teams.

NIFL President and CEO, Carolyn Shiver said the league plans to leverage media and entertainment technology as well as gaming to connect with fans and stay in touch with the leagues fan base and attract new fans and partners.

“Technology is evolving and so are sports fans,” said Shiver. “Our goal will be to stay connected with fans and be responsive in real time to address their interests and keep in touch,”

All games will be aired on local channels and available nationally on the NIFL network. The games will air to mobile devices and the internet as iP Video also. NIFL is currently negotiating and finalizing those contracts and will release that information when it is available.

Please visit the website, www.niflfootball.com and click on teams then follow the prompts to make your purchase.

National Indoor Football League

The National Indoor Football League, NIFL, is the only Indoor Football League in America partnered with the NFL for officiating in 2004. The NIFL is projecting revenues of \$600 million in their first playing year. NIFL will have national television contracts with Time Warner, Charter, and Comcast as well as Dish Network and Directv. Each week most of the games will be nationally televised on television, aired on IPTV and on mobile apps. Uniquely, NIFL is a strong supporter of local ownership and is requiring every team to take on a limited number of local owners that invest and have ownership in their team. NIFL is “Bringing the fastest growing sport in America to American markets all over the US, Canada, and Mexico.

For additional Information:

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