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Bluechip Athletic Solutions and TextGuard Announce Partnership for Advanced Mobile Compliance Services

TextGuard to power mobile components of Bluechip's recruiting and compliance technology suite

Atlanta, GA and New York, NY – April 12th, 2011: Bluechip Athletic Solutions (Bluechip), the leading provider of collegiate athletics recruiting and compliance solutions and, TextGuard, the leading provider of mobile communication monitoring, capture and archiving solutions, today announced a partnership to provide advanced mobile compliance services under the Bluechip services umbrella. Under the terms of the agreement, TextGuard's leading client applications for mobile devices will power Bluechip's mobile compliance solution that tracks in real time SMS messages and phone calls on a coach's mobile phone.

Bluechip's Recruiting Radar™ is one of three modules comprising the "Bluechip Enterprise" technology suite. Recruiting Radar manages all aspects of recruiting prospective student-athletes, and includes the mobile application that tracks text messages (SMS) and phone calls on a coach's mobile phone in real-time. The other two components are a Compliance Portal, which allows compliance departments to ensure all NCAA rules are being adhered to, and Student-Athlete Portal, which enables institutions to manage their relationships with current student-athletes. Each component of Bluechip Enterprise is supported by a compliance rules engine, which has been independently audited to ensure up-to-date information and adherence to NCAA Bylaws.

"With the increasing reliance on mobile devices, college compliance departments and coaches are demanding the most advanced, automated solutions for tracking mobile device activity," said Steve Kennedy, CEO and Co-Founder of Bluechip Athletic Solutions. "We are thrilled to have teamed up with TextGuard's industry leading client-side development expertise for delivery of this complete solution. [TextGuard](#) is the clear thought leader in this industry."

"As TextGuard moves into yet another industry seeking mobile compliance solutions, it is great to be associated with the industry leader in Bluechip," explained Todd Cohan, Founder and CEO of TextGuard. "Expanding into collegiate athletics compliance is another natural step in TextGuard's evolution to become the leader in mobile communications capture and archiving across all industries."

With TextGuard messaging services, all mobile messages are identified, collected, and archived, allowing companies to achieve their compliance and risk management objectives while supporting their mobility initiatives. TextGuard's light-weight client applications are installed directly on the mobile device over the air and can be operational within minutes. When messages are sent to or from the device, the TextGuard

clients makes an encrypted copy of the message and delivers it to TextGuard's message archive for storage. Other key features of TextGuard services include message thread rebuilding, uninstallation protection, advanced search capabilities and sophisticated monitoring and alert functions.

About Bluechip Athletic Solutions

Bluechip Athletic Solutions (www.bas-llc.com) is the leading provider of collegiate athletics recruiting and compliance solutions. Bluechip provides a unique blend of technology, marketing strategy and professional services for collegiate athletic departments. The company was formed in 2005 and is headquartered in Atlanta, GA. For more information, please contact Bluechip at 404.941.2510.

About TextGuard™

TextGuard™ is the leading provider of mobile communication monitoring and archiving solutions and ensures compliance with the rules and regulations of all relevant regulatory bodies. TextGuard Mobile Compliance solutions provide monitoring, capturing, logging, archiving, supervision and alerting of all communication on company mobile devices. TextGuard's mobile communication compliance solutions are provided on a software as-a-service (SaaS) basis and all mission-critical data is hosted in TextGuard's state-of-the-art data centers. To learn more, please visit www.textguard.com

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