



**MANAGEMENT SCIENCE ASSOCIATES, INC.**  
6565 Penn Avenue  
Pittsburgh, Pennsylvania 15206-4490  
TEL 412.362.2000 • FAX 412.363.5598

For Release: IMMEDIATE  
Contact: Jodi Zangrilli-Cook  
412-362-8929 ext. 2016  
jzangrilli-cook@msa.com



**PITTSBURGH, PA** - August 6, 2010 – MSA Sports, Western Pennsylvania’s High School Sports Source, and the Western Pennsylvania Interscholastic Athletic League (WPIAL), the nation’s largest high school sports conference, have announced the extension of their long-term, ongoing partnership throughout the 2015 Spring season.

“We are thrilled to build on our ten-plus-year partnership with the WPIAL,” said MSA Sports Operations Manager, Don Rebel. “With the support of the WPIAL, we continue to increase our coverage of high school sports in our nonstop goal to remain the most comprehensive source for high school sports in Western Pennsylvania.”

Under the terms of the five-year Agreement, MSA Sports will be designated the “Official Radio/Internet Network” of the WPIAL and has been granted an exclusive license to broadcast audio coverage of all WPIAL play-off competitions over the Internet through the MSA Sports website ([www.msasports.net](http://www.msasports.net)) and on the radio via the more than 30 radio stations in the MSA Sports Network.

“The WPIAL is very pleased with MSA’s record of broadcasting championship events that never received coverage in the past,” stated Jim Collins, WPIAL Assistant to the Executive Director. “All play-off games broadcast on network radio stations will be streamed and archived, providing friends of WPIAL schools and student athletes exposure throughout the country on the MSA Sports website.”

#### **ABOUT MSA SPORTS**

Since its inception in 1998, The MSA Sports Network has continued to be a fast-growing radio network focused on high school, college and semi-pro sports events played in Western Pennsylvania. These broadcasts include WPIAL District 7 games (playoffs, championships, and for most sports, regular season games), the Pittsburgh Passion, the



Washington Wild Things, the Butler Blue Sox and college games. With a network that consists of more than 30 affiliated radio stations, MSA Sports is able to provide either live “over the air” coverage and/or Internet-streaming for over 2,500 live sports broadcasts each year. Add to this a content-rich website and archived broadcast content, and MSA Sports continues to be the source for the most comprehensive coverage of local high schools sports in Western Pennsylvania, accessible from within the US or abroad – **Anytime, Anywhere, Always There!**

### **ABOUT MSA**

Management Science Associates, Inc. (MSA) engineers and commercializes information-based models, processes, and systems for businesses and government. Since its incorporation in 1963, MSA has partnered with customers to identify areas in which innovative uses of data and analytic systems can create value through driving growth and efficiency. Using its expertise with the tools of information management: -- analytics, data management, and software and systems technology, MSA develops, integrates, implements, and maintains products and services in many functional and vertical domains. Within processes, departments, and across large and small enterprises, as well as throughout demand and supply chains, MSA helps customers put their data to work.

MSA’s other education-oriented initiatives include: data analytics to help schools meet the requirements of the No Child Left Behind legislation; data warehousing; and Information Technology services. With its partners, MSA offers web-based content management, parent-student-teacher outreach software, Help Desk outsourcing, dashboards, technology planning and other services.

MSA’s 850 employees in the U.S. provide solutions for over 300 clients, including some of the largest U.S. and foreign corporations and institutions. Headquartered in Pittsburgh, MSA also has offices in New York City; Atlanta; High Point, NC; Las Vegas; Cardiff, UK; Shanghai, China; and Kuala Lumpur, Malaysia. Visit MSA at [www.MSA.com](http://www.MSA.com).

For more information, sports news and broadcast programs, please visit [www.msasports.net](http://www.msasports.net) and [www.wpial.org](http://www.wpial.org).

###