

Lost Lettermen's College Football And Men's Basketball iPhone App

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The college football and men's basketball site Lost Lettermen has released Lost Lettermen 1.0.3, its first iPhone app that includes a news feed to the most up-to-date content on its site. Lost Lettermen is a database of 150,000 former college football and men's basketball players that answers the question "Where are they now?". The profiles detail each player's college career, post-college life and current whereabouts.

New York, New York - The college football and men's basketball site Lost Lettermen has released its first iPhone app that includes a news feed to the most up-to-date content on its site and a player database of 150,000 former college football and men's basketball players that answers the question "Where are they now?" and has been called the "IMDb of college sports."

Lost Lettermen features two main areas: the player database of ex-athletes and the news feed. The player database has been called the "IMDb of college sports" and includes profiles for over 150,000 former college football and men's basketball players. The profiles detail each player's college career, post-college life and current whereabouts. It's the best place on the internet to find out, for example, what Florida State's Charlie Ward is doing now (high school football coach in Houston, TX).

Meanwhile, our news feed gives up-to-date information on the latest news stories and features on our site. For example, this week we did a story on how Connecticut's Khalid El-Amin signed to play in Lithuania and did a podcast with Iowa football legend Tim Dwight.

Device Requirements:

- * iPhone and iPod touch
- * Requires iOS 4.0 or later
- * 0.3 MB

Pricing and Availability:

Lost Lettermen 1.0.3 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Sports category. There is also a free app available (Ad supported). Lost Lettermen receives nearly 500,000 page views and 150,000 unique visitors a month and regularly appears on the home page of Yahoo, the world's fourth-most trafficked web site.

Lost Lettermen 1.0.3:

<http://www.lostlettermen.com/2010/09/site-news-presenting-the-lostlettermen-com-iphone-app/>

Download from iTunes:

<http://itunes.apple.com/us/artist/lost-lettermen/id390588010>

YouTube Video:

http://www.youtube.com/watch?v=ophlqZCstQ8&feature=player_embedded

Screenshot 1:

<http://www.lostlettermen.com/wp-content/uploads/Screen-Shot-1.jpg>

Screenshot 2:

<http://www.lostlettermen.com/wp-content/uploads/Screen-Shot-2.jpg>

App Icon:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://a1.phobos.apple.com/us/r1000/043/Purple/6c/7f/57/mzi.idznackj.175x175-75.jpg>

The college sports site Lost Lettermen receives nearly 500,000 page views and 150,000 unique visitors a month and has a content partnership with Yahoo, regularly appearing on the home page of the world's fourth-most trafficked web site. Lost Lettermen has also been featured on the websites for USA Today, ESPN, SI, and Mashable, as well as dozens of sports talk radio shows around the country, such as ESPN Radio's "Doug Gottlieb Show" and "The Michele Tafoya Show." Copyright (C) 2010 Lost Lettermen. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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