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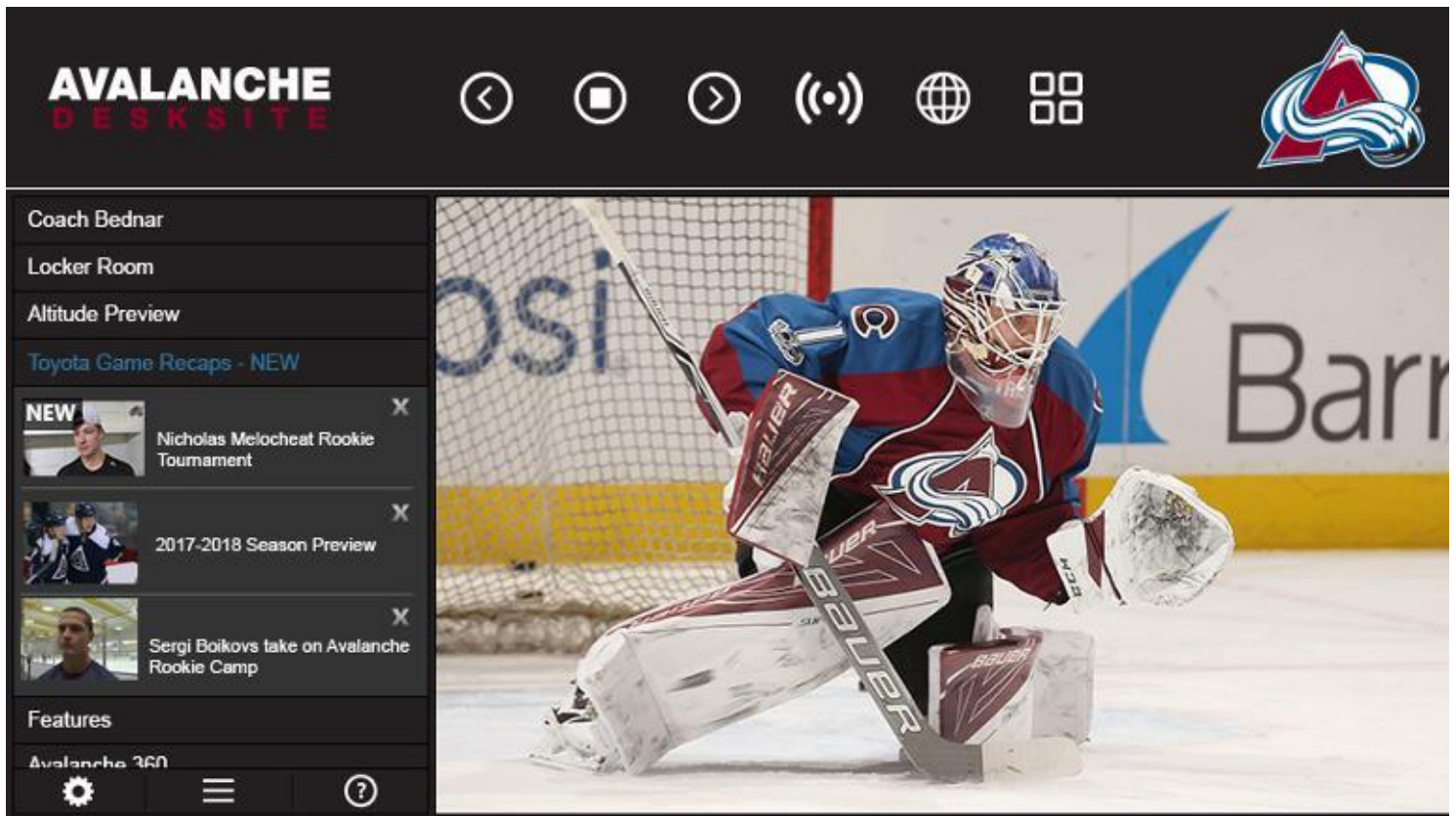
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Avalanche Launches New Video App With DeskSite

New HD "Big Screen" video platform delivers exclusive Avalanche content on-demand to desktops, laptops and tablets

by Colorado Avalanche [@Avalanche](#)
(<https://www.twitter.com/@Avalanche>) / ColoradoAvalanche.com

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The Colorado Avalanche are the most recent NHL team to partner with DeskSite, officially launching the **Avalanche DeskSite**, a new, interactive video app that proactively delivers premium, high-definition video content on-demand to fans - for free.

Fans can download the **Avalanche DeskSite** at www.AvalancheDeskSite.com.

The **Avalanche DeskSite** is a personalized HD video content library constructed to support fans' growing consumption of online video. Exclusively modeled for the "Big Screen" and essentially a DVR for the Internet, the DeskSite serves as a digital fan hub for HD video, web content and social conversation around the Avalanche.

"The Colorado Avalanche is excited to provide our fans with enhanced on-demand Avalanche video coverage through the Avalanche DeskSite application," said Ben Boylan, Executive Vice President of Partnership Marketing of Kroenke Sports & Entertainment, the owners and operators of the Avalanche. "DeskSite has demonstrated it is on the cutting edge of the sports media frontier, and we're thrilled to align our interests moving forward."

DeskSite videos are automatically downloaded and stored directly to users' devices, allowing fans the ability to view content offline, without an Internet connection. The platform enables instantaneous video playback and includes audiovisual alerts, reducing the delay between a video's initial release and fan access. Video programming consists of interviews with players and coaches, postgame recaps, breaking news, in-depth scouting combine, draft coverage and more.

"The **Avalanche DeskSite** offers fans everything they want, and equally important, nothing they don't," said Richard Gillam, CEO of DeskSite. "With this new platform, we've made some exciting leaps forward in the evolution of

digital media, most notably in the twin pillars of content curation and content access. If you're a serious Avalanche fan, this is a 'must have' experience."

In order to provide this immersive fan experience, the Avalanche partnered with DeskSite, a digital media company based in Irvine, California.

About DeskSite

DeskSite is a next-generation digital media company that's revolutionizing the way fans connect with their favorite entertainment brands. The company has partnered with many of the world's most valuable sports teams to continuously deliver highly-produced, team-specific HD video content across a broad demographic spectrum.

About Kroenke Sports & Entertainment (KSE)

Denver-based Kroenke Sports & Entertainment is one of the world's leading ownership, entertainment and management groups. As owners and operators of Pepsi Center, Paramount Theatre, Dick's Sporting Goods Park, the Denver Nuggets (NBA), Colorado Avalanche (NHL), Colorado Mammoth (NLL) and Colorado Rapids (MLS), KSE's sports and entertainment assets are second to none. Additional properties under the KSE umbrella include regional sports network, Altitude Sports & Entertainment, various television, print and digital media properties under the Outdoor Sportsman Group, Altitude Authentics, the company's official retail provider, and Altitude Tickets, the official ticketing provider for KSE teams and venues.

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