



*****NEWS RELEASE*****



FOR IMMEDIATE RELEASE

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Matchups signs Xavier University of New Orleans (HBCU) Baseball Pitcher, BLAIR FREDERICK to its First Name Image and Likeness (NIL) Deal
Anytime Game, LLC launches its Sports APP *Matchups* and Completes its First Name, Image, Likeness (NIL) Deal

Matchups, by Anytime Game, LLC, and Blair Frederick of Xavier University of Louisiana Baseball Team (XULA), a Historically Black College & University (HBCU) in New Orleans, have evented into a NIL agreement. Anytime Game, LLC just launched its APP called ***Matchups*** what Founder ***Eddie Davis*** calls a sports 'social media utility' APP where users can find training partners, game opponents, evaluators and more. [Matchups](#) is currently available for free download on Apple and Google App Stores. This marks the first-time an athlete at Xavier University has signed a NIL (Name Image, Likeness) deal in school history. As part of the agreement, Blair Frederick will offer virtual baseball evaluation and instruction to youth on the App platform while also being a content contributor and Matchups will provide Blair a monthly stipend and branding opportunities to grow his personal training business and brand.

Describing Matchups, founder ***Eddie Davis*** says; "It's like Instagram but for aspiring college and pro athletes and others apart of the sports community (Coaches and Scouts), where platforms like Instagram or Facebook have community but no real utility for sports. We are trying to solve known problems in the youth and amateur sports industry by providing sport 'utilities' while offering community at the same time".

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When we asked **Blair** what it means to become the first athlete from Xavier University to receive a NIL Deal, **Blair** responded: "Being the first athlete from Xavier University to receive an NIL deal holds a great deal of value to me and my institution because we do not receive as much media attention as others due to the small nature of our student body. By joining the Matchups team, I am hoping to not only enhance my professional career and brand, but also bring awareness to the quality athletics that Xavier University displays on a routine basis." When asked how he will leverage the Matchups APP, **Blair** went on to say, "The Matchups APP is groundbreaking for not only my personal training business, but also for the development of thousands of different athletes across the world. Because of its global reach, I will use Matchups to produce content for baseball pitchers across the world that are looking to take their skills to the next level. Video analysis has been very prevalent in today's player development, so I will use this tool along with others to provide quality training all across the world. Most NIL deals involved food or other products, but Blair noted; "Consumer products are great; however, Matchups provide much more value to players than ordinary products. We will be able to give people around the world access to quality training that they may not otherwise have received. We are taking advantage of the ever-changing economy and utilizing it to help grow the sports we love. Not too often do great opportunities such as this come around. I am excited and motivated to get to work with the crew at Matchups to help get this exciting journey underway. I am thankful that us Student-Athletes can put our name, image, and likeness to good use while we are still working in college."

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