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MAJOR NORTH AMERICAN DARTS ENTERPRISES ANNOUNCE STRATEGIC ALLIANCE

United Darts Alliance (UDA) Leverages Individual Strengths to Improve the Game

Chicago, IL, February 7, 2017– Four of the leading darts companies in North America today announced the creation of a new entity, United Darts Alliance, dedicated to nurturing and increasing the pace of recent growth in North American darts. The founding members of the Alliance are the American Darters Association, 9 Dart Out, Championship Darts Corporation and DartConnect. Players of all skill levels across the continent will likely recognize all of these companies for their individual contributions to the game of darts on both the steel and soft-tip sides of the game, but for those who may not be familiar:

- The American Darters Association runs the American Dart League, the largest league in the United States. Covering both the steel and soft-tip worlds, players of all skill levels can be found shooting in the ADA's Open and Neutralizer leagues on any given night across the United States.
- 9 Dart Out is a premier equipment and apparel distributor based in the Greater Chicagoland Area. A longtime supporter of players pursuing their dreams in darts, the Company has always put the best interests of the darts community first.
- Championship Darts Corporation owns and runs the Championship Darts Circuit, North America's Premier Professional Darts Tour. Together, CDC and its players are changing the culture and level-of-play in top-tier darts in the United States and Canada, with a focus on crowning a new World Champion from North America by 2024.
- DartConnect is the premier electronic scoring application for steel-tip darts enthusiasts. This product, including the transformative DartConnect TV that allows people to watch live scoring of darts matches from their computer or mobile device anywhere in the world, has revolutionized and revitalized the steel-tip game in North America and across the globe.

"DartConnect is excited to work with a group of talented organizations with a shared passion for the sport. Together, we will enable more people, to play more darts, more often." –David Macher, Founder, DartConnect

Under the UDA framework, each company will retain its independence and core mission. However, the alliance will be able to take advantage of shared resources and volume discounting on larger projects and administrative expenses, allowing members to work more efficiently and free additional capital to use for initiatives that directly benefit the player base.

“When thinking of logical ways to streamline operations, it made sense to pull together this group of like-minded companies. We’re not direct competitors, and we serve the same clientele. This will give all of us a more in-depth understanding of the market, and allow us to work together on projects that will continue to advance the game in North America to the benefit of its players and fans. This alliance is the definition of “synergy.” – Peter Citera, CEO, Championship Darts Corporation

As an added benefit, corporate sponsors and companies interested in reaching large numbers of people who share the same interests will now be able to leverage their marketing investment by accessing the largest active player-base in North America. Whether through DartConnect screens, CDC streams, ADA electronic newsletters or 9 Dart Out products, companies can maintain consistent and repetitive messaging to both the steel and soft-tip worlds at a reasonable cost.

“The Alliance will show that companies and organizations CAN work together and DO have similar thoughts on the direction of North American darts. The United States especially needs organized growth in the steel tip game. The last two decades have proven that a single company or organization can’t move the game forward alone. Successful Fortune 500 Companies form alliances to adapt to their changing markets, so why not darts? The Alliance will help the ADA’s members with more promotions, more events, more options on apparel and better scorekeeping. We believe that all the right pieces are now in place for growth in America.” – Karl Remick, Vice President, American Darters Association

In the coming weeks, the UDA anticipates unveiling a new logo and launching an informational website showcasing its mission and goals. As joint efforts begin to take shape, fans, players and sponsors alike can expect more news on how they can support the alliance’s efforts.

“9 Dart Out fully supports the shared goals and mission of the UDA and looks forward to mutual growth and the betterment of the sport. We truly are stronger together.” – Ken McCowan, President, 9 Dart Out

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If you would like more information about this topic, please contact Peter Citera, Chief Executive of Championship Darts Corporation, at +1 (844) 752-9501 or email at Peter@champdarts.com.