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Pepsi Center Chooses BroadbandVideo for Streaming of Read Team Event
Nuggets, Avalanche players will read to Colorado school kids

Englewood, CO – March 10, 2003 – The Pepsi Center and Kroenke Sports Enterprises have teamed with BroadbandVideo, Colorado’s premier streaming media services provider, to give elementary students first-hand access to their annual Read Team event, even if they can’t be there in person.

The program, designed to bring kids and players together to promote reading, will be broadcast by BroadbandVideo live over the Internet in order to expand participation beyond the Pepsi Center facility. The Avalanche players will read on March 11th and the Nuggets players on March 25th.

“This is an opportunity to promote the importance of reading in a fun and exciting atmosphere,” said Lesley Linscott, Manager of Community Relations for the Pepsi Center. “The kids get a chance to meet the players first hand, learn the value of reading as an important skill and have a lot of fun in the process”.

The event is open to the public, but directed at kids and teachers that have Internet access in their classrooms. Log on to the Pepsi Center website at www.pepsicenter.com for more information and watch the event live as it happens.

About Kroenke Sport Enterprises

Kroenke Sports Enterprises is the Rocky Mountain West's leading provider of live sports and entertainment events. The Pepsi Center, one of the nation's finest sports and entertainment facilities, represents the best of Colorado and the Rocky Mountain West.

About BroadbandVideo

BroadbandVideo is a full service streaming media provider offering hosting, customized video players, management frameworks and in-house video encoding from a variety of formats. For more information and to view technology demos, please visit us online at www.broadbandvideo.com.