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## **Sporting News Radio and UpSNAP Team Up for Mobile Audio**

*The partnership aims to provide new sports on-demand service for mobile phones*

The premier provider of free mobile search and content services, UpSNAP, has announced its partnership with sports media company, Sporting News. UpSNAP and Sporting News intend to provide on-demand audio broadcasts and great sports content for all sports fans using any type of mobile phone, including Sporting News Radio shows by Troy Aikman, Hall of Fame quarterback and Fox Television Analyst as well as acclaimed talk radio host Tony Bruno, James Brown, the host of CBS Television's "The NFL Today" show, veteran play-by-play commentator Tim Brando, Arnie Spanier, Todd Wright and others. "UpSNAP is delighted to partner with Sporting News to offer comprehensive sports coverage to mobile subscribers," said Tony Philipp, UpSNAP CEO. The service will allow users to access the audio sports content at any time or place, by simply using their mobile phones. Sporting News Radio is a 24-hour radio network dedicated to sports fans, broadcasted live on over 160 stations from coast to coast that can be heard, including Boston's 1510 WWZN The Zone, Los Angeles' 1540 The Ticket KMPC, San Francisco's KNBR 1050 and Philadelphia's 950AM WPEN, Tampa's 1470 WQYK, Chicago's WSCR and Indianapolis' WNDE. If you want to see and hear Sporting News Radio live, this will be possible on SportingNews.com, XM Sports Nation Channel 143, UpSNAP, MSpot and GoTV Networks. Mobile Access to any type of live and on-demand audio streaming is enabled through UpSNAP's proprietary Streaming Wireless Internet Gateway (SWInG) platform.