



Coach Fulmer Joins Learning Through Sports Board to Grow Sportsmanship Programs Nationally



BIRMINGHAM, AL – April 13, 2009 – Former University of Tennessee Volunteers head football coach Phillip Fulmer has joined the Board of Directors for Learning Through Sports, Inc. in a focused effort to improve sportsmanship across America.

Fulmer's alliance with Learning Through Sports is a natural extension of the urgent responsibility he exercised as head coach in guiding the decisions of young student-athletes. Fulmer's influence will continue to demonstrate that outstanding coaches are defined by the trusting, personal relationships they establish with their players, making them role models for life.

Fulmer's addition will broaden the reach of the Learning Through Sports network of professional and collegiate coaches and athletes, state officials, legislators, educators and business leaders seeking positive change in sports attitudes and behaviors.

"Throughout my tenure at the University of Tennessee, I dealt with many of the issues that coaches and administrators at the high school and collegiate level are dealing with right now," said Fulmer.

"Sports are a great vehicle for teaching life lessons, and I look forward to assisting Learning Through Sports in communicating ideals like teamwork, discipline and respect to young players nationally," Fulmer continued.

"We are delighted that Coach Fulmer has joined our board and our effort to improve sportsmanship across the U.S.," said Brian M. Shulman, President and CEO of Learning Through Sports.

"Alongside the great NFL stars he coached like Peyton Manning or Jerod Mayo, there are literally thousands of other former Vols who earned degrees and are now great fathers, husbands and business leaders because of the character that Coach Fulmer's program helped instill in them," Shulman said.

Fulmer's athletes had a reputation for playing with class and poise, a testament to his noble expectations and effectiveness as their leader. Fulmer's numerous accomplishments through a 37 year career at the highest level of college athletics include a BCS National Championship, National and SEC Coach of the Year, 2 SEC Championships and seven SEC Eastern Division titles.



Fulmer has served on the board of directors for Boys and Girls Clubs, American Football Coaches Association, Team Focus and Child and Family Services. He is the national spokesperson for The Jason Foundation.

Fulmer and his wife Vicky have four children: Phillip Jr., Courtney, Brittany and Allison.

About Learning Through Sports, Inc.

Learning Through Sports (LTS) is a leading provider of virtual educational solutions and professional/collegiate athlete mentoring.

LTS successfully delivers state aligned Math, Reading and Character Education through the most engaging sports video games available today. The company publishes **Kid's College®**, an adaptive Math & Literacy intervention program; **STAR Sportsmanship™**, the first interactive program to teach Sportsmanship & Character Education; and **MySportsmanship.com™**, the first moderated social networking website to feature student-athletes' personal video testimonials of positive sportsmanship.

The **STAR Mentors** program offers professional athlete mentoring focused on impacting disengaged and at-risk students: improving their behavior and making them better students.

The new **Educational Athletics Program** is a unique "all-inclusive" solution that combines engaging virtual curriculum with on campus pro athlete mentoring to help students build 21st Century Skills like leadership, teamwork, critical thinking, mathematics and reading.

LTS solutions have yielded unprecedented results in improving state test scores, correcting behavioral issues in the classroom and routinely reducing high school sports ejections by 50% statewide.

For more information on Learning Through Sports, visit www.learningthroughsports.com or call toll-free: 1 (866) 552-9192.

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