

For immediate release

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CLOUD MEDIA CENTER (CMC) PARTNERS WITH LA RAMS NEWS, WELCOMING ANOTHER POWERHOUSE PLAYER TO OUR NETWORK OF ELITE DIGITAL SPORTS PUBLISHERS

CMC Continues to Aggressively Build Its Video Distribution Footprint, Onboarding a Diverse Mix of Local, Regional, National, and International Sports Publishers

PONTE VEDRA, FL, February 27, 2023 — [Cloud Media Center](#) (CMC), a staple in the sports video distribution space, recently widened its reach by announcing the addition of [Los Angeles Rams News \(laramsnews.com\)](#), a highly valued fan site supporting the Los Angeles Rams.

"Given the prominence of LA Rams News as a well-known site in the football community, we could not be more thrilled to welcome them to our roster", according to CMC President Jay Handline. Rams fans worldwide rely on LA Rams News for its thorough, year-round coverage of the team, and as a marketer of video ad inventory, CMC is fully aware of the importance of that scale and loyalty.

The best Rams fan website on the Internet, LA Rams News combines team coverage with an active online community to bring you the most recent information on the Los Angeles Rams, the NFL, and college football. The Rams Forum, which offers over 160 sports Discussion Forums covering the NFL, NBA, MLB, and the Big Five Power Football Conferences, is where you may find the most recent debates while browsing the website.

Cloud Media Center and LA Rams News both benefit significantly from this exciting new partnership. LA Rams News provides CMC with an established NFL partner that boasts an impressive, highly engaged national sports audience. CMC offers LA Rams News site monetization through CMC's proprietary media player and custom studio-quality video CMC Sports content designed specifically for the Rams fanbase.

"We can deliver CMC Sports custom video featuring any sport, team, conference, league, or association," said CMC Chairman Bob Portrie. "We are excited about this latest addition to our CMC Sports network as this popular site for the LA Rams brings the latest and most relevant news."

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Cloud Media Center (CMC), based in Ponte Vedra, FL, sells digital advertising inventory through a cloud-based, analytically driven distribution platform that seamlessly connects advertisers with content providers and publishers. The result maximizes collaboration — unleashing next-level ad campaign synergies. CMC's next-gen platform and best-in-class dashboards — built by next-generation premier developers — provide AI-based microtargeting on the frontend, and real-time, easy-to-understand analytics on the back end. Content producers, advertisers, and publishers will have all the tools and data needed to optimize campaigns — and do it with speed and granular accuracy. Visit the CMC website here.

