NABC   **ShotTracker®**

ShotTracker to Make NCAA Division I Debut at Hall of Fame Classic

*In partnership with the NABC, ShotTracker will showcase the power of instant analytics
for the first time in a NCAA Division I game.*

OVERLAND PARK, Kan. (Aug. 2, 2018) — ShotTracker, the revolutionary sensor-based system that delivers live stats and analytics via an app to coaches, players and fans, today announces a first-of-its-kind partnership with the National Association of Basketball Coaches (NABC) to power all four championship-round games at this year's Hall of Fame Classic.

The 2018 Hall of Fame Classic Powered by ShotTracker will take place Nov. 19-20 at Sprint Center in Kansas City, Mo. — ShotTracker's home court — and air on the ESPN networks. Featuring Nebraska, USC, Texas Tech and Missouri State, the championship-round matchups will be the first NCAA Division I contests to offer access to ShotTracker's real-time stats and analytics.

A growing number of Division I programs have installed ShotTracker in their practice gyms and arenas, and ShotTracker has already powered 63 collegiate basketball contests, including the 2017 and 2018 NAIA Division I Men's Basketball National Championships. The Hall of Fame Classic will showcase ShotTracker's game-enhancing tech like never before on its biggest stage yet.

"The culminating event of college basketball's Hall of Fame Weekend provides the perfect opportunity for coaches, players and fans to harness the extraordinary power of live analytics in a NCAA Division I game situation for the first time," said Davyeon Ross, co-founder and COO of ShotTracker. "In the wake of our recent success at the NAIA championships, and with ShotTracker quickly becoming an essential part of the analytics program for teams at all levels, the Hall of Fame Classic represents the next giant leap in our mission to be for gyms what Wi-Fi is for coffee shops."

Fans in attendance at the Hall of Fame Classic Powered by ShotTracker will be able to engage with the action on the court in a whole new way — by tracking their favorite team's advanced stats while taking advantage of the app's amazing augmented reality feature and competing with one another in prediction-driven, interactive games within the game. Additionally, ESPN commentators and members of the media will have live advanced analytics at their fingertips to enhance coverage of the games.

And following each contest, coaches will be able to make strategic adjustments based on analytics that drill below the box score, and players will have access to detailed breakdowns of their personal performances.

With investment from the likes of Magic Johnson and former NBA Commissioner David Stern, ShotTracker has positioned itself at the technological forefront of the sports analytics movement. An easy-to-use system that works invisibly, ShotTracker is comprised of sensors installed in the rafters that map the court in 3D while tracking the locations of a sensor-enabled ball and the small, lightweight sensors that the players wear. ShotTracker captures that data and instantly converts it into 70-plus stats and analytics, delivering actionable and engaging, real-time intel to teams, players, fans, and broadcast.

"The Hall of Fame Classic is annually one of college basketball's top early-season tournaments," said NABC Deputy Executive Director Reggie Minton. "We believe ShotTracker's ability to showcase data and analytics in real-time will significantly enhance the experience for fans, coaches, student-athletes, media and viewers alike."

The Hall of Fame Classic Powered by ShotTracker is part of National Collegiate Basketball Hall of Fame Weekend in Kansas City, which also includes the Hall of Fame Class of 2018 induction celebration on Nov. 18. The Nov. 19 semifinals will pit Nebraska vs. Missouri State at 6:00 p.m. (CT) on ESPNU, followed by USC vs. Texas Tech at 8:30 p.m. on ESPN2. Tuesday night's schedule will then feature the consolation matchup at 6:00 p.m. (CT) on ESPN3, followed by the championship game at 8:30 p.m. on ESPN2.

About ShotTracker
ShotTracker was co-founded in Overland Park, Kansas by basketball and technology experts Davyeon Ross and Bruce Ianni. ShotTracker's innovative, affordable system automatically captures statistical and performance analytics for an entire team in real-time during practices and games. ShotTracker is changing the ways that coaches, players, fans and broadcast partners experience the game — both on and off the court.

About the National Association of Basketball Coaches (NABC)
Located in Kansas City, the NABC was founded in 1927 by Phog Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently has nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. For additional information about the NABC, its programs and membership, go to nabc.com.