



FOR IMMEDIATE RELEASE

## **ShotTracker Turns the Off-Season “On” with Klay Thompson Partnership**

*Basketball Tech Company kicks off partnership with Record-Breaking NBA Athlete to offer free Basketball Camp*

**Overland Park, KS—April 27, 2015—**[ShotTracker](#), a wearable tech for basketball, announces today its partnership with Golden State Warriors shooting guard, Klay Thompson. To jump start this collaboration, Thompson and ShotTracker will launch the world’s first Virtual Basketball Camp with workouts and drills specifically designed by the star NBA athlete. In addition to the camp, this exclusive partnership includes a multi-year endorsement deal with Thompson. He will advise on all future product development for ShotTracker and give key input from his on-hands experience with improving his game through technology.

“Klay Thompson is an amazing role model for young athletes and truly represents what ShotTracker is all about on and off the court. We’re excited to be collaborating with him and to have his involvement in the future of ShotTracker,” said Davyeon Ross, co-founder and COO of ShotTracker. “The Virtual Basketball Camp gives basketball players everywhere the chance to train with one of the best NBA players of this generation.”

Thompson is known for his incredible stats this season and record breaking accomplishments—37 points in a single quarter and nine three-pointers in one quarter. He is using ShotTracker to stay at the top of his game, and will use the technology to run the Virtual Basketball Camp, enabling ballers everywhere to replicate his training drills.

“The off-season is on with ShotTracker and I’m excited to partner with the team. The off-season is when players can really focus on their weak spots and make huge improvements,” said Klay Thompson, shooting guard for the Golden State Warriors. “The work put in during the off-season has a direct impact on success during the regular season. To get where you want to be, you have to train with game time intensity all year long. ShotTracker helps players do this and holds them accountable.”

The Virtual Basketball Camp uses ShotTracker’s advanced technology to bring a live, elite camp experience to players everywhere. Daily workouts, developed by Thompson and his trainer, will be sent to participants via the ShotTracker Player App. There, players will track their stats and see Thompson’s stats as well as a live leaderboard. Using the ShotTracker Coach App throughout the camp, Thompson will be able to see participant stats. Through this virtual connectivity, Thompson will encourage and challenge players via social media.



The camp begins June 21, 2015 and ends June 28, 2015. To sign up for the Klay Thompson Virtual Basketball Camp, please visit [www.shottracker.com](http://www.shottracker.com) or sign up through the ShotTracker app. Participation is free for everyone but requires access to an iOS or Android enabled mobile device or tablet and a basketball hoop. ShotTracker wearable tech can be purchased at [www.ShotTracker.com](http://www.ShotTracker.com).

**About ShotTracker:** You can't improve what you don't measure, which is why Davyeon Ross and Bruce Ianni created ShotTracker. ShotTracker is a wearable tech for basketball that tracks makes, misses and attempts. It is comprised of a net sensor, wrist sensor, which slides into a wristband or compression sleeve, and an app that work together creating a personal shooting profile for each user. The technology allows players and coaches to track stats, goals and workouts easily with the app. Co-founded and headquartered in Overland Park, Kansas, Ross and Ianni bring consumers technology for players who want to improve their shooting. For more information or to purchase a ShotTracker, visit [www.shottracker.com](http://www.shottracker.com).

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