

**Marlon Nichols, Founder & General Partner of Cross Culture Ventures,
Joins ShotTracker's Board of Directors**

Nichols joins the wearable tech company's Board of Directors, bringing extensive software and strategy experience to the team

Kansas City, KS – November 1, 2016 - [ShotTracker](#), the manufacturer of wearable tech for basketball, today announces that Marlon Nichols, founder and general partner at Cross Culture Ventures (CCV), has joined ShotTracker's Board of Directors. With a professional background in software and strategy consulting in the technology, private equity, media and entertainment sectors, Nichols is well equipped to advise the company as its newest technology, ShotTracker® TEAM, aims to change the game of basketball.

"ShotTracker is honored to have Marlon join the team at this pivotal time in our growth," said Bruce Ianni, co-founder and CEO of ShotTracker. "His expertise is a valuable addition to our board as we continue to innovate in line with our mission to make real-time analytics affordable for teams everywhere."

Nichols joins the likes of Magic Johnson, David Stern and Klay Thompson, all of which advise the company on the development of its game-changing products. This announcement is the latest evidence of ShotTracker's growing momentum in the sports industry. Earlier this year, the brand announced a multi-year strategic partnership with Spalding, the largest basketball equipment supplier in the world. In addition, ShotTracker is the official wearable technology of the National Association of Basketball Coaches (NABC).

"ShotTracker is different because it delivers sophisticated analytics that are affordable at every level of play," said Nichols. "ShotTracker is a rising star in the world of sports tech, and I'm excited to contribute to its growth."

About ShotTracker

You can't improve what you don't measure, which is why Bruce Ianni and Davyeon Ross developed ShotTracker. By developing innovative performance tracking technology, ShotTracker motivates athletes to work harder and generate data that positively impacts their game. The Kansas City- based company's namesake product for individual player training is now used by some of the biggest names in basketball, including NBA shooting guard Klay Thompson. The company's newest technology, ShotTracker® TEAM, automatically captures real-time practice and games stats for an entire team. The technology utilizes sensors that communicate with each other to capture player and ball movement as well as court location. For more information, visit www.shottracker.com.

About Marlon Nichols

Marlon Nichols is the founder and general partner at Cross Culture Ventures (CCV), an early stage venture capital firm with a focus on cultural investing (global trends and shifts in consumer behavior). Before founding CCV, Marlon was an investment director at Intel Capital, where he completed his Kauffman Fellowship. Prior to his journey into venture capital, Marlon led successful careers in software and strategy consulting in the technology, private equity, media and entertainment sectors. Some of Marlon's biggest investments include Afrostream, Gimlet Media, Hingeto, LendStreet, LISNR, Mark One (Vessyl), Mayvonn, Mirantis, MongoDB, mSurvey, Sidestep, Skurt, and Thrive Market. Marlon earned his Bachelor of Science degree from Northeastern University and his MBA from the Johnson Graduate

School of Management at Cornell University. Currently serving on the board of directors for private companies LISNR & Sidestep, he was also recently appointed to the board of directors of the Kauffman Fellows Program. Marlon was named to Silicon Republic's list of 26 venture capital professionals spearheading change in technology investing, was a recipient of Digital Diversity's Innovation & Inclusion Change Agent award, and was named a member of the Registry's 40 under 40 Top Diverse Talent.

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