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## **ShotTracker Adds Memphis Grizzlies, Mario Chalmers to Roster of Athlete Partnerships**

*Basketball tech company partners with NBA point guard to change the game*

**Overland Park, KS—January 18, 2016—**[ShotTracker](#), the manufacturer of wearable tech for basketball, today announces its newest athlete partnership and exclusive, multi-year endorsement deal with Memphis Grizzlies point guard, Mario Chalmers. During this partnership, Chalmers will work with the ShotTracker team to promote the brand, providing input from his own experiences to develop new technology. In addition, Chalmers will be involved in a variety of upcoming interactive challenges and events.

“Mario Chalmers is a fan favorite 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. “ShotTracker is changing the game of basketball and having Chalmers be a part of that change is very exciting.”

Chalmers is best known for his buzzer-beater 3-pointer that took The University of Kansas into overtime for the 2008 NCAA National Championship win as well as his part in the Miami Heat’s back-to-back NBA Championships in 2012 and 2013. He now plays for the Memphis Grizzlies as a point guard. “Athletes at all levels need every edge they can get, and real-time shooting stats make players smarter about their game. That’s a real edge,” said Mario Chalmers, NBA point guard. “All players, no matter where they play, can benefit from ShotTracker and I’m excited to be a part of it.”

The partnership with Chalmers is the latest evidence of ShotTracker’s growing momentum in the basketball category. In 2015, the brand announced a partnership with NBA Champion, Klay Thompson and an endorsement with the National Association of Basketball Coaches (NABC). Earlier this month, ShotTracker announced its partnership with Spalding and previewed its game changing multi-player tracking system at the 2016 Consumer Electronics Show (CES) in Las Vegas.

### **About Shot Tracker**

You can’t improve what you don’t measure, which is why Davyeon Ross and Bruce Ianni developed ShotTracker. The brand aims to improve the performance of competitive athletes of all ages who participate in team sports. By developing innovative technology, ShotTracker motivates players to work harder, track performance, and generate data that positively impacts an athlete’s game. The Overland Park, Kansas-based company, launched its first product for individual player training last year, and the technology is now used by some of the biggest names in basketball, including NBA shooting guard Klay Thompson and elite trainer Charlie Torres. For more information or to purchase a ShotTracker, visit [www.shottracker.com](http://www.shottracker.com).

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