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## **SHOTTRACKER RAISES \$10.4 MILLION IN SERIES A FUNDING**

**Former NBA Commissioner David Stern is a repeat investor in the latest round, bringing ShotTracker's total funding to more than \$21M.**

OVERLAND PARK, Kan., May 16, 2018 (GLOBE NEWSWIRE) -- [ShotTracker](#), a revolutionary basketball technology that captures stats and analytics human-less and in real-time, today announces a \$10.4M Series A financing round led by Ward.Ventures alongside former NBA commissioner David Stern and two-time National League home run champion, Ryan Howard, as well as Greycroft, Elysian Ventures, KC Rise Fund, Irish Angels and SeventySix Capital. This Series A round brings ShotTracker's total funding in excess of \$21M, including an investment by NBA legend, Earvin "Magic" Johnson. Having recently powered all 31 games of the [National Association of Intercollegiate Athletics \(NAIA\) Men's Basketball Championships](#) for the second year in a row, ShotTracker will put this latest round of funding towards growth and scalability to increase installations in courts around the United States and to solidify global partnership opportunities.

"This additional funding allows ShotTracker to execute on its vision and accelerate the proliferation of our product across the market," said Davyeon Ross, co-founder and COO of ShotTracker. "Whether you're a fan, a player, a coach, a broadcaster or a market maker – ShotTracker is changing the overall experience of the game. There are significant changes happening in sports and ShotTracker is poised to capitalize on those industry changes with its real-time data."

The recent recipient of a prestigious Edison Award in the category of "Digitized Data," ShotTracker is already being utilized by the University of Kansas, the University of Oklahoma, TCU, Baylor and a fast-growing list of other top collegiate basketball programs.

The easy-to-use system is comprised of sensors installed in the rafters that map the court in 3D while tracking the locations of a sensor-enabled ball and lightweight player sensors. ShotTracker enables coaches to make fact-based adjustments on the fly. Coaches and players receive game and practice summaries, giving them direct access to the intel they need to improve, compete and of course, win more games.

"ShotTracker has become the leader in delivering basketball statistics and analytics for every level of the game and we're proud to support the next stage of growth," said investor David Ward.

For more information, visit [ShotTracker.com](#).

### **ABOUT SHOTTRACKER**

ShotTracker was co-founded in Overland Park, Kansas by basketball and technology experts Davyeon Ross and Bruce Ianni. ShotTracker is a sensor based system that automatically captures statistical and performance analytics for an entire team in real-time during practice and games.

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