



UNDER EMBARGO UNTIL OCT. 19 AT 9:00am EST

NBA Legend Earvin “Magic” Johnson and Former NBA Commissioner David Stern Join ShotTracker® to Bring Powerful Analytics to Basketball Teams at Every Level of the Game

ShotTracker® welcomes Johnson and Stern as shareholders and advisors to launch ShotTracker® TEAM, the company’s latest product that automatically captures comprehensive player stats in real-time

Kansas City, KS — October 19, 2016 — [ShotTracker®](#), the manufacturer of wearable tech for basketball, today announces NBA legend, Earvin “Magic” Johnson, and former NBA Commissioner, David Stern, have joined the company as investors and advisors to propel the brand’s newest, game-changing technology, [ShotTracker® TEAM](#). Johnson and Stern’s investment is part of a \$5 million total seed round that includes investments from Elysian Park Ventures, Greycroft Partners, Sovereign’s Capital, IrishAngels, ward.ventures, R/GA and Service Provider Capital.

ShotTracker® TEAM automatically tracks player and ball movement on the court to deliver real-time basketball statistics. Each player wears a small sensor on his/her shoe and uses the technology-enabled Spalding ShotTracker basketball, both of which connect with sensors installed in the rafters above the court. Statistics are captured, and the data is instantaneously sent to coaches, players, fans and recruiters through a series of apps. Coaches, for example, will leave the court with a complete set of analytics including box stats, shooting charts, line-up comparisons and player efficiency ratings.

Johnson and Stern, each a game-changer in their own right, have witnessed first-hand the positive impact of analytics within the NBA, and they believe ShotTracker® TEAM will do the same for teams starting as young as middle school.

“ShotTracker® TEAM will revolutionize the game not only because it automates the tracking of detailed player stats, but also because it’s an affordable solution for basketball programs at every level,” said Johnson, two time Basketball Hall of Fame inductee. “This new technology simplifies the assessment of performance that will have a major impact on young athletes’ preparation and ultimately their basketball careers.”

“The game is evolving with incredible players like Steph Curry and Klay Thompson. Winning is now more about finesse than force, and teams must leverage everything in their arsenal in order to win,” said Stern, former NBA Commissioner. “By making real-time stats affordable, teams everywhere will be able to identify and capitalize on every competitive advantage.”

This investment 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. Additionally, it is the official wearable technology of the National Association of Basketball Coaches (NABC).

“Both of these legends are widely known as two of the biggest game changers this sport has ever seen, so we’re thrilled they have recognized ShotTracker® TEAM and the impact it will have on basketball,”



said Davyeon Ross, COO of ShotTracker®. “We’re focused on democratizing the use of analytics, making data reliable and available to teams everywhere.”

ShotTracker® TEAM is available for pre-order at <http://shottracker.com/team>.

About ShotTracker

You can’t improve what you don’t measure, which is why Bruce Ianni and Davyeon Ross 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 Kansas City- 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. For more information, visit www.shottracker.com.

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