

ShotTracker is a Finalist For Best Use of Technology in the Inaugural Hashtag Sports Awards Presented by Budweiser

Awards recognize work from the top brands, agencies, sports properties, athletes & influencers across more than thirty engagement-oriented categories

OVERLAND PARK, Kan. (May 30, 2019) — ShotTracker announced today that it has been shortlisted for Best Use of Technology in the inaugural Hashtag Sports Awards Presented by Budweiser. The Awards honor excellence in fan and consumer engagement, and winners will be recognized at a live show on June 25, 2019 at The Times Center in New York City to kick off the 4th annual Hashtag Sports Conference.

Finalists were determined by the *Engagement Academy of Sports & Entertainment*, a prestigious group of CMOs, executives, athletes, and other engagement experts from across the global media and marketing ecosystem. Notable Engagement Academy members include NHL CMO **Heidi Browning**, Portland Trail Blazers Guard and *Pull Up* Host **CJ McCollum**, Spartan Race CMO **Carola Jain**, NBC Sports CMO **Jennifer Storms**, Cleveland Browns QB and Camwood Ventures Partner **Baker Mayfield**, *Take It There* Host **Taylor Rooks**, OBB Pictures CEO & Founder **Michael D. Ratner**, LA Rams CMO **Ronalee Zarate-Bayani**, Complex CEO **Rich Antoniello**, and Philadelphia 76ers CMO **Katie O'Reilly**.

“Finalists like ShotTracker are setting the industry standard for effective engagement,” said Steve Cobb, Co-Founder of Hashtag Sports. “It is a noteworthy achievement to be selected among the industry’s best by our Engagement Academy members out of all the inspiring and innovative entries we received this year.”

“We’re honored to be recognized by Hashtag Sports as a premier tool for fan engagement,” said Davyeon Ross, president of ShotTracker, “Analytics is now more than ever, an integral part of the sports fan experience – and ShotTracker is fortunate and committed to being a leader in this space and to play a role in changing how fans consume and experience data whether it be on broadcast, social, videoboard or mobile”

For more information on The Hashtag Sports Awards Presented by Budweiser, visit <https://awards.hashtagsports.com>.

For more information on The Engagement Academy, visit <https://awards.hashtagsports.com/academy>.

For more information on the 4th annual Hashtag Sports Conference, visit <https://nyc.hashtagsports.com/>.

About ShotTracker:

ShotTracker was co-founded in Overland Park, Kansas by basketball and technology experts Davyeon Ross and Bruce Ianni. ShotTracker's innovative system delivers 70+ unique and completely autonomous basketball stats and insights to teams, broadcasters and game partners with sub-second latency. ShotTracker is currently being utilized by 61 men's and women's college basketball programs spanning 12 conferences. Its partners include Nike, Adidas, Under Armour, Spalding and Wilson. For more information, visit ShotTracker.com

About Hashtag Sports:

Hashtag Sports is the leading global platform celebrating and educating people who excel at engaging sports fans and consumers. In only three years, the Hashtag Sports Conference has become the industry standard for benchmarking fan engagement and understanding the rapid changes in consumer behavior brought on by the rise of digital, technology, and culture as a currency. Held annually in New York City, this year's event will feature the inaugural Hashtag Sports Awards and 120+ speakers, including Dana White, Carola Jain, Connor Schell, Howard Mittman, Mina Kimes, David Stern, and more. For more information, visit www.hashtagsports.com.