

LEARFIELD IMG COLLEGE, SHOTTRACKER ANNOUNCE BROAD ENGAGEMENT

Strategic Relationship to Help Proliferate Revolutionary Technology in College Basketball and Beyond

PLANO, Texas (Jan. 27, 2020) – Learfield IMG College and ShotTracker announced today a relationship to bring colleges and universities a data-driven technology solution to college basketball, ultimately creating a richer experience for sports fans.

The multi-year agreement calls for Learfield IMG College to serve as a dedicated sponsorship sales agent for ShotTracker – a revolutionary sensor-based system delivering support to coaches and broadcasters and engagement opportunities for fans. Notably, the collaboration is designed to yield additional installations of ShotTracker’s technology into collegiate basketball venues across the country, providing fans unprecedented real-time statistics and analytics.

“Fans today are smart, tech-savvy and hungry for any and all details involving their alma mater or favorite team before, during and after games. What ShotTracker brings to college men’s and women’s basketball is exceptional, and we believe it’s an impactful way to elevate the fan experience,” said Rob Schneider, chief content, strategy and development officer for Learfield IMG College – the leading content and commerce solutions provider in collegiate athletics. “We’re proud to align with Davyeon Ross and the entire ShotTracker team, as we continually identify best-in-class solutions for our collegiate and brand partners.”

ShotTracker and Learfield IMG College are poised to assist one another in deepening respective relationships in college basketball and beyond. Officially approved by the NCAA, ShotTracker currently has relationships with more than 30 Division I basketball programs including 22 Power 5 schools and the entire Mountain West Conference. With ShotTracker engaged at schools where Learfield IMG College is the athletics multimedia rightsholder, sponsors will have new inventory opportunities. The Learfield IMG College sponsorship teams can provide local, regional and national brands visibility associated with ShotTracker’s cutting-edge technology via scoreboard integration, digital/social platforms and experiential activations.

Additionally, schools with official athletic websites and mobile apps powered by SIDEARM Sports may have the ShotTracker technology integrated into the website and app. The crossover content provides another opportunity for brand visibility and bolsters the second-screen experience for fans.

“The combination of Learfield IMG College’s national reach with the ShotTracker solution is going to have a definitive impact on college basketball,” ShotTracker Co-Founder and President Davyeon Ross said. “Both of our organizations have an institutionalized charter to improve the fan experience. This partnership will help amplify that initiative.”

Beyond men's and women's basketball, ShotTracker and Learfield IMG College have agreed to explore relationships for additional collegiate sports in the future.

"There is tremendous value in merging all of these components together through ShotTracker's technology; hitting multiple touchpoints where fans desire extensive content and data while watching their favorite team play," said Jeff Rubin, President and CEO of SIDEARM Sports, the leader in collegiate athletic digital solutions and a Learfield IMG College-owned company.

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 63 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 Learfield IMG College

[Learfield IMG College](#) unlocks the value of college sports for brands and universities through an omnichannel fan engagement platform. The company's extensive content and commerce solutions create unique opportunities for fan engagement. The Learfield IMG College suite of services includes licensing and multimedia sponsorship management; publishing, audio, digital and social media; ticketing, ticket sales and professional concessions expertise; branding; campus-wide business and sponsorship development; and venue technology systems. Headquartered in Plano, Texas, the company has long had the privilege of being an advocate for intercollegiate athletics and the student-athlete experience. Since 2008, it has served as title sponsor for the acclaimed Learfield IMG College Directors' Cup, supporting athletic departments across all divisions.

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