

STATS Acquires Prozone

Leader in sports data and analytics extends reach and complements existing solutions with game and player performance tracking

CHICAGO. May 5, 2015 ([BUSINESS WIRE/ME NewsWire](#))-- STATS LLC announced today that it has acquired Prozone, a pioneer in athlete tracking and sports performance analytics. With Prozone, STATS expands its geographic reach and sports coverage while adding advanced and complementary technologies to its suite of tracking and analytics products.

With a presence that spans four continents, Prozone tracks and analyzes athlete performance to deliver powerful insights, enabling coaches and front-office personnel to make more intelligent decisions and gain a competitive advantage. Prozone maintains a database of over 100,000 players, and its technology captures proprietary data from over 12,000 sporting events a year. The company's suite of intuitive software products combine data analytics and video tracking to generate post-match analyses, trend analyses, opposition scouting reports, and other valuable information. Prozone's geographic reach extends to Europe, China, Australia, and Africa.

"We are excited to combine Prozone's best-in-market analytics products for football (soccer) and rugby with STATS' media expertise and unrivaled real-time data," said Gary Walrath, CEO of STATS. "We look forward to bringing Prozone's strong product suite to all corners of the globe."

The deal marks the third acquisition in three months for STATS, which since February has acquired Prozone, The Sports Network and Automated Insights. STATS is owned by Vista Equity Partners, a private equity firm that invests in data, software, and technology-enabled businesses.

"Our knowledge and experience in performance analysis for football (soccer), rugby, hockey, and handball is a fantastic complement to STATS' expertise in NFL, MLB, NHL, NBA, college football, college basketball, and soccer," said Thomas Schmider, CEO of Prozone. "Together through our combined global sales network, we can deliver complementary products to a broader range of customers all over the world."

About STATS

STATS is the world's leading sports technology, data and content company. Its mission is to revolutionize the way sports contests are viewed, understood, played and enjoyed. STATS provides real-time scores, historical sports information, Associated Press editorial content, a turnkey fantasy sports operation, brand activation and SportVU technology. Today, STATS' worldwide client network of media companies and professional sports leagues and teams utilize a broad spectrum of dynamic in-game broadcast presentations and virtual images, multimedia enhancements and game analysis and tactical coaching tools. To learn more visit www.stats.com.

About Prozone

Prozone was established in 1995 in Leeds, UK and works with many of the world's leading sports clubs and leagues to deliver innovative performance analysis services. Joining forces with Amisco in 2011, the company's mission is to deliver insights which have a genuine on-field impact by unlocking the rich potential of sports data to reveal the true nature of performance through its global network of local expertise. To learn more visit www.prozonesports.com.

About Vista Equity Partners

Vista Equity Partners, a U.S.-based private equity firm with offices in Austin, Chicago and San Francisco, with more than \$14 billion in cumulative capital commitments, currently invests in software, data and technology-based organizations led by world-class management teams with long-term perspective. Vista is a value-added investor, contributing professional expertise and multi-level support towards companies realizing their full potential. Vista's investment approach is anchored by a sizable long-term capital base, experience in structuring technology-oriented transactions, and proven management techniques that yield flexibility and opportunity in private equity investing. For more information, please visit www.vistaequitypartners.com.

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