



FANCOMPASS

CONTACT:

Bob Rose

510-282-7279

bobrosepr@gmail.com

**CHIEF MARKETING OFFICER LISA FAHEY
PROMOTED TO PRESIDENT OF FANCOMPASS**

***Former Annie's & Kraft Foods Executive Credited With Recent Growth
of Sports Digital Destination Company for Sponsored Fan Engagement***

SAN RAFAEL, Calif. (Feb. 20, 2018)—**Lisa Fahey**, a highly-respected global marketing executive who joined **FanCompass, Inc.** as chief marketing officer and executive vice president operations in 2015, has been promoted to president of the premier sports digital destination company for sponsored fan engagement, CEO **Jamie Pardi** announced today.

Fahey, a 20-year veteran of consumer marketing with past stints at Annie's, Inc., Pepsico, Priceline.com and Kraft Foods, is credited with FanCompass' rapid growth in the sports industry. Headquartered in San Rafael, Calif., the company currently works with teams in 12 professional sports leagues from across the globe and is translated into more than 15 languages. Among its partners are franchises in the National Football League, the National Basketball Association, both the Premier League and Major League Soccer, Minor League Baseball and the National Collegiate Athletic Association.

"It gives me great pleasure to make this important announcement for our company," Pardi said. "Lisa continues to elevate the business with her leadership, determination, and understanding of the market. Following her strong recommendation to the board to rebrand & reposition our global sports technology company to FanCompass from GAGA in 2016, the business has seen a **48%+ growth rate** across all key areas of the business. Her relentless commitment to our customers, company, and shareholders has the business on a rapid trajectory to exceed all milestones."

Prior to joining FanCompass, Fahey served as vice president, brand management at Annie's, Inc. in Napa, Calif. She also held past positions in general management and brand management at Pepsico in Purchase, New York, Priceline.com's "Perfect Yardsale" in Norwalk, Conn. and Kraft Foods in New York and Chicago.

Fahey holds educational degrees from the D'Amore-McKim School of Business at Northeastern University (MBA, marketing) and Indiana University (B.S., English/business).

"I am extremely grateful to Jamie and our board for this promotion and for their trust in my abilities to lead

(more)

Fahey Named FanCompass President Add 1

FanCompass during this exciting time in our history,” Fahey said. “I believe our company is positioned to play an even more important role in sports teams’ digital tech stacks in the years ahead as we continue to add elite teams and brands to our list of partners. We have assembled a world-class team of professionals and are poised and ready to expand our footprint in the sports world. I look forward to leading FanCompass into the next decade.”

FanCompass, which has added the NFL’s Cleveland Browns and Syracuse Athletics to its partner portfolio in recent months, is a technology business that allows teams to brand a turnkey value-added platform on the franchise’s website. This feature provides each club with multiple benefits, including a new revenue stream through unlimited digital sponsorship opportunities, the collection of global fan data and generation of fresh, viable sales leads.

Customized to the needs of customers’ marketing & sponsorship units, FanCompass collaborates with its clients in creating sponsorable gamified engagement through ticket and merchandise promotions, authentic behind-the-scenes experiences and fun campaigns that drive a constant flow of fan engagement throughout the 12-month calendar, including the critical marketing and sales off-season period.

FanCompass seamlessly offers this fully developed digital destination to sports teams, which in turn promote the popular fan campaigns through its online social accounts of Facebook, Twitter and Instagram, as well as offline channels to drive traffic, new user registrations, and opt-in leads on their branded platform.

About FanCompass

Headquartered in San Rafael, Calif, the company was founded in 2009 as GAGA Sports and re-launched in 2016 as FanCompass, the premier digital destination for sponsored fan engagement. The white-labeled platform seamlessly integrates into customers’ tech stacks, powering a suite of engagement products to attract fans and sponsors alike. Rights-holders activate their current sponsors and work with FanCompass in-house sales experts to generate incremental revenue from new non-competing digital partnership opportunities. The technology ultimately builds out robust fan databases, generates quality sales leads, and provides infinite digital sponsorship inventory to achieve maximum ROI for all involved. Not only does the proprietary technology help clubs navigate the increasingly complex process of creating successful online fan experiences, but also teams can now convert those experiences into sustainable revenue streams. FanCompass currently works with properties across 12 global leagues and its product is translated into more than 15 languages. Among their partners are teams in the National Football League, the National Basketball Association, the National Collegiate Athletic Association, and both the Premier League and Major League Soccer and Minor League Baseball. For more information, visit fancompass.com.

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