



FANCOMPASS

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FanCompass Launches Two New Teams, Expands into Rugby and College Athletics
Wasps, University of Tennessee Add to Company's Growing Global Roster

October 27, 2016 (San Rafael, CA) - FanCompass continues its global growth trajectory by launching two new Sports Revenue Platform™ sites that give the company entrée into World Rugby and the NCAA. This includes a new partnership with the Wasps, one of the best known World Rugby franchises who compete in the Aviva Premiership, European Rugby Champions Club and the Anglo-Welsh Cup.

FanCompass reached another milestone by adding the NCAA to its deep roster of sports leagues they represent, with the University of Tennessee also coming online this week. The University will debut with its Division I Men's Football team, and will be utilizing the FanCompass platform across all of its major men's and women's college athletics.

While teams may get to know their fans on social media and at their games, one of their unique pain points is that they can't monetize their fan engagement. FanCompass helps sports franchises around the world use technology to drive lead generation, incremental sponsorship revenue and marketing intelligence. Most importantly, the company provides a clear direction and focus to help clubs build a sustainable business. To date, FanCompass's award-winning sports technology platform has generated millions of dollars in incremental revenue for its global team customers.

"Imagine you're a Wasps or UT Volunteer fan, or alum, and while you may not get to the games in-person, you want to connect with the team and the players to be part of the action remotely," said Jamie Pardi, Co-Founder and CEO. "FanCompass is the behind-the-scenes technology that powers campaigns and promotions for those teams, giving the fans free access to valuable merchandise or other assets while providing an opt-in database of rich demographic data about those fans simultaneously back to the team. Our unique technology

and insights help clubs turn that data into revenue by selling sponsorships, tickets and partnerships, creating the ultimate win-win for fans and teams alike.”

About FanCompass

FanCompass is charting new territory in digital fan monetization.

Our visionary story began in 2009 with an idea inspired by a passion for sports and a penchant for technology in the San Francisco Bay Area. It started with a digital fan engagement platform that was piloted for an innovative major league sports team. The success of this program led to other team partnerships, and the company officially launched as GAGA Sports, aptly named to describe the strong emotion a fan feels for their favorite team.

Fast forward to today’s sports market, where fan engagement is only the beginning. Understanding that teams must monetize every aspect of the fan experience to build a sustainable business, GAGA Sports was re-launched as FanCompass in 2016 with one singular mission: convert fan engagement into revenue. The FanCompass Sports Revenue Platform™ is transforming the industry by driving actionable data to Sponsorship/Commercial, Ticketing, and Marketing revenue centers. In the words of one team owner, “I give FanCompass a dime, they give me a dollar. I will do those types of deals all day long.”

For more information, visit fancompass.com.

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