



FANCOMPASS

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**MISHA SHER, MATT DIFEBO ADDED TO FANCOMPASS
ADVISORY BOARD**

*Veteran Sports Executives Add Sponsorship, International Experience
to Premier Digital Destination for Sponsored Fan Engagement*

SAN RAFAEL, Calif. (Nov. 30, 2017)—Misha Sher and Matt DiFebo, two highly-regarded sports executives with marketing, sponsorship, and international experience, have joined the advisory board for FanCompass, Inc., the premier sports digital destination for sponsored fan engagement, CEO Jamie Pardi announced today.

Sher, a leading global brand marketing and sponsorship specialist with more than 15 years of industry experience across strategic planning, sponsorship, brand management, media, entertainment and talent representation, has served the past six years with London-based MediaCom in various roles. He was hired in 2012 as director of partnerships and brands, overseeing the management of the agency's exclusive commercial relationship with global soccer icon Pelé. Sher was promoted to head of sport and entertainment by MediaCom in 2015 and then elevated earlier this year to worldwide vice president, sport and entertainment.

Prior to his association with MediaCom, Sher served as a consultant for FOX Sports and global partnerships director for the Rangers Football Club, both in London, in 2012. He earned a bachelor's degree in economics and journalism from Ohio Wesleyan, where he was a member of the school's 1998 National Championship soccer team, and later received a MBA in football industries at the University of Liverpool in 2006.

DiFebo, founder and president of the DiFebo Company LLC in Orlando, Fla. since 2009, is also a long-time marketer dating back to his sports roots as associate athletic director at Central Florida University from 2005-2009. Earlier this year, he became CEO of Havana Sun, Quality Suncare Cosmetics and Havana Sun Models in Ormond Beach, Fla. Previously, DiFebo founded IMG Learfield Solutions at Central Florida in 2001, spending five years there in building the company into one of the nation's leading ticket technology companies today.

DiFebo earned both his bachelor's and master's degrees at the University of Florida.

"We are delighted to add Misha and Matt to our advisory board," said Pardi. "They both bring invaluable experience and expertise to FanCompass during a vital period in our company's growth. We are clearly gaining momentum in the sports world and are so grateful that these two industry leaders are willing to contribute, and perhaps more importantly, lend their great reputations to our venture."

With today's appointments, FanCompass continues to build credibility in its emerging operation. Founded as GAGA Sports and then re-launched as FanCompass in 2016 under co-founder Pardi, the growing company currently works with teams in 11 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.

Sher and DiFebo join a prominent group of advisory board members with FanCompass. Heading the sports list is Keith Bruce, who served as CEO and president of the San Francisco Bay Area Super Bowl 50 Host Committee; David Sternberg, CEO of Rugby International Marketing; and Tim Hinchey, president and CEO of USA Swimming. Others include Nancy Frisch, executive coach for Wise Move; Paul Allen, co-founder of Ordermark; Harry Safstrom, CEO of Confluent Consulting; Matt Scheinker former head of product at FutureAdvisor; and Zain Khan, founder of OZ Ventures.

About FanCompass

Headquartered in San Rafael, Calif, the company was founded 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 teams can now convert those experiences into sustainable revenue streams. FanCompass currently works with properties across 11 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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