



FOR IMMEDIATE RELEASE

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PlaySight partners with Calgary National Bank Challenger to support KidSport Calgary Day

CALGARY, ALBERTA (October 18th, 2018) – Today, in association with the 2018 Calgary National Bank Challenger, PlaySight is excited to support the KidSport Calgary Day at the Osten & Victor Alberta Tennis Centre.

ATP players will participate in The PlaySight Skills Challenge, a skills competition utilizing PlaySight's innovative SmartCourt tennis technology that is permanently installed at the Osten & Victor Alberta Tennis Centre. Tickets will be sold and a portion of the proceeds will go directly to helping families pay for sport registration fees.

At its core, PlaySight is dedicated to inspiring and motivating youth athletes to get into sports by using technology to make the experience more engaging, challenging and fun. Supporting KidSport is a natural fit for PlaySight.

"KidSport is an organization that makes a direct impact on the lives of thousands of Calgary children every year. It's amazing to see kids come to tennis for the first time because of the help their parents received from KidSport. To be able to support this group through a fun and exciting PlaySight Challenge is awesome," said Micaela Windmer, a KidSport Alberta ambassador and the member services and operations manager at the ATC.

"We are thrilled that PlaySight is a part of the Calgary National Bank Challenger." says Danny Da Costa, Tournament Director and ATC GM, "Their technology is groundbreaking and to have these ATP Pros and KidSport Ambassadors showcasing what it can do is very exciting for our spectators. PlaySight is available to everyone that comes into the Tennis Centre making this a high-performance training tool that is completely accessible to the public."

"KidSport is a great organization and their goal of increasing accessibility to sport is very important to us at PlaySight," says Jeff Angus, Director of Marketing for PlaySight. "At PlaySight, we're focused on getting kids interested in sport through technology – whether they have goals of playing at the next level or simply to have more fun. We are grateful for the opportunity to use our technology for a good cause, to raise money and help the kids of Calgary play more organized sports."

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About PlaySight Interactive:

Selected in 2017 and 2018 by Fast Company as one of the “10 Most Innovative Companies in Sport,” PlaySight’s SmartCourt technology leverages both multiangle video and proprietary analytics to improve on-court performance and connect the next generation of athletes. SmartCourts are powering the leading tennis federations, academies, clubs and over 60 NCAA programs.

Outside of tennis, the company is also working with top high schools and professional teams across basketball, soccer and other sports including the 2015, 2017 and 2018 NBA Champion Golden State Warriors and the 2017 NCAA Basketball Champion North Carolina Tar Heels.

About the Osten & Victor Alberta Tennis Centre:

The OSTEN & VICTOR Alberta Tennis Centre is a non-profit, state-of-the-art tennis centre, which opened in the spring of 2016. The Tennis Centre has proudly welcomed the local community with year-round access to tennis. With a total of 13 world-class championship tennis courts (8 indoor / 5 outdoor), multiple court viewing areas, a fitness studio, food service area and administrative offices for Tennis Alberta and Tennis Canada, the centre has become the heart of Calgary’s growing tennis community. The Centre has welcomed over 150,000 Calgarian’s since it has opened its doors and provides instruction to thousands of Calgarian’s each year. The Centre offers Programs and services for members and non-members of all ages and abilities and has redefined the standard for major tennis facilities in Canada. The OSTEN & VICTOR Alberta Tennis Centre is Tennis Canada’s 2017 recipient of Facility Excellence Award (facility of the year) For more information www.albertatenniscentre.ca

About Calgary National Bank Challenger:

With \$75,000 USD prize money and hospitality (\$100,000 Canadian), Calgary National Bank Challenger is the largest indoor ATP Challenger Tour event in Canada. This international tennis tournament welcomes the world’s Top 300 men’s tennis players to better their ATP world rankings. Hosted by OSTEN & VICTOR Alberta Tennis Centre, the Calgary National Bank Challenger is the largest professional tennis tournament ever presented in the province. Along with the great matches, the event provides various community activities for all ages. Visit Calgary.nationalbankchallenger.com for more information, to purchase individual tickets or a box.