

## **Leaders Group, parent company of Sports Business Journal, agrees to acquire SportTechie**

October 7, 2021, Charlotte, NC -- Leaders Group, parent company of Sports Business Journal, has committed to acquiring SportTechie, the leading sports technology content and events company. Upon the completion of the acquisition, the combined entity will be the leading information source for sports industry leaders and innovators.

SportTechie, founded in 2012, covers trends and innovations in the dynamic and rapidly expanding sports technology industry. It publishes a weekday newsletter, hosts a best-in-class calendar of virtual and in-person events and produces impactful reporting on the sports technology industry.

"SportTechie is a high-quality, well-respected brand in the incredibly important sports technology space and will be an important contributor to the success of Leaders Group," said Warren Thune, CEO of Leaders Group, which includes Sports Business Journal, Leaders in Sports, Newzoo and The Esports Observer. "For Sports Business Journal in particular, SportTechie increases the breadth of our coverage and value to our subscribers and clients."

"SportTechie launched with a simple hypothesis to relentlessly cover the burgeoning intersection of sports and technology. Little did we know how rapidly a wide audience of executives, investors, entrepreneurs, and industry professionals would come to rely on us to network, buy, sell, make decisions about and prepare their organizations for the impact of new technologies. It's been an incredibly rewarding journey to build SportTechie with a team of exceptional human beings," said Taylor Bloom, CEO and Co-Founder of SportTechie. "After careful consideration, we have decided to take this exciting opportunity to integrate with Leaders Group and Sports Business Journal. Together we will expand our talented teams, grow our market-leading offerings and continue to be an invaluable resource for every current and aspiring sports industry professional."

In order to facilitate the sale, SportTechie filed a voluntary petition in bankruptcy court in Delaware, and a motion seeking approval of the sale subject to higher and better offers. During the proceeding, all of SportTechie's operations will continue as usual with no change for partners, employees or audience members.

SportTechie expects to work with Leaders Group properties, especially Sports Business Journal, to integrate their event calendars, subscription offerings and editorial coverage to provide the preeminent platform for every industry professional, executive and innovator to use in order to inform key business decisions and stay ahead of the curve.

### **About Leaders Group**

Leaders Group, which is owned by Advance, is a global intelligence platform that delivers information to sports and gaming business professionals to optimize their corporate performance.

Leaders Group's portfolio of exceptional companies includes Sports Business Journal, Leaders in Sport, Newzoo and The Esports Observer. Product and service offerings include:

- Market Intelligence and Analytics - Critical and timely global data and intelligence needed to support daily business decisions.
- Networks - Access and connectivity to globally relevant networks, such as league operators, team owners, facility operators, vendors, brands and merchants to facilitate knowledge sharing, best practices, commerce and opportunities across the global sports, technology, media and entertainment ecosystem.
- Events - High value events with local to global perspectives through data-driven content and access to relevant industry thought leaders, practitioners and investors.
- Media - Delivery of real-time news, insights and analysis from industry and functional experts.

### **About Sports Business Journal (SBJ)**

Since 1998, Sports Business Journal, headquartered in Charlotte, N.C., has provided the news, the networking and the data to equip the most powerful executives in sports business to make more informed decisions, deals and partnerships. SBJ's award-winning media content is delivered via multiple media platforms, unparalleled

networking opportunities through its hallmark events and awards and market-leading data. Sports Business Journal's weekly and daily content provides original reporting and news aggregation, plus newsletters, podcasts and video. SBJ's renowned events create opportunities for lead generation and partnerships as well as showcase the industry's best talent in widely-viewed awards series. SBJ Atlas is the gateway to the business data the sports industry needs.

### **About SportTechie**

Since 2012, SportTechie's mission has been to make sports smarter. Through immersive storytelling and industry-leading events, we connect you to the innovators and power brokers who are shaping the future of sports technology.

Whether you're an athlete, fan, team executive, player rep, league insider or technologist, you'll find significant value in being a part of the SportTechie community. Our coverage focuses on three main stakeholders within sports—athletes, fans, and teams and leagues—and analyzes how technology affects these deeply interconnected parts of the industry.

SportTechie's daily newsletter, robust conference and events lineup and comprehensive reporting educates industry professionals who rely on us to keep their organizations informed about the latest deals, innovations, investments and partnerships at the intersection of sports and technology.

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For more information regarding the sale visit [crosslaw.com](http://crosslaw.com).