

**FOR IMMEDIATE RELEASE**

## Tar Heels Women's Basketball Jumps on the Technology Wave

**SAN RAFAEL, CA. May 16, 2013**--Hall of Fame Basketball Coach Sylvia Hatchell announced today that she is further enhancing her program's use of mobile technology with SportsBoard's Basketball Scout. North Carolina Women's Basketball will begin using SportsBoard's revolutionary mobile app to collect and calculate Player Efficiency Ratings and streamline the recruiting process.

"I have never been a technology person, but the business side of me knows that this is the wave of the future," said Hatchell, a three-time national coach of the year who will be inducted into the Naismith Basketball Hall of Fame in September. "I am never too old to learn, and wise enough to know that we have to keep up with the latest technology."

Hatchell is the third storied North Carolina coach to adopt SportsBoard's cutting-edge technology, joining Jenny Levy, the nation's fourth-winningest active women's lacrosse coach who recently led the Tar Heels to the national championship, and Anson Dorrance, a National Soccer Hall of Famer with 22 national women's soccer titles.

"We are thrilled to have Coach Hatchell and Carolina's Women's Basketball on board with SportsBoard," stated Gregg Jacobs, Founder of SportsBoard. "With three prominent women sports teams on board, UNC is taking a thought-leading position in adopting technology that will truly change how these programs operate, and it's exciting to see happen!"

Hatchell and her assistants will begin using SportsBoard this spring on the recruiting trail to scout and evaluate future Tar Heels.

"SportsBoard will provide my staff and me the opportunity to not have to finger through books to find a roster," Hatchell said. "With the stroke of a few keys,

we'll be able to pull up two rosters at once with player data preloaded and start our evaluations.”

Next season, Tar Heel managers will begin tallying stats live on SportsBoard to generate Player Efficiency Ratings reports within minutes of the end of practices and games.

“To be able to finish practice and go to my office and print out a player efficiency report and share it with my players within minutes is priceless,” Hatchell said.

“With all of the modern-day functionality SportsBoard offers, I can't understand how a coaching staff wouldn't use it.”

### **About SportsBoard**

SportsBoard is an iPad-/iPhone- and cloud-based enterprise software solution developed for the sports industry, disrupting stone-age, paper-based assessment processes in recruiting, season and camp activities. SportsBoard works with over 160 major college sports programs including Stanford, Texas, Maryland, Memphis, Duke, North Carolina, Notre Dame, Michigan, Cal, Georgetown, Harvard, Clemson, and many more. Founded in 2011 by Gregg Jacobs, SportsBoard's unique mobile player assessment technology enables coaches to work electronically on fields, in gyms or rinks, and soon around pools and golf courses. SportsBoard is currently available for 12 sports, including football, baseball, basketball, soccer, lacrosse, ice hockey, softball, tennis, field hockey, volleyball, rugby, and others soon. Based in San Rafael, CA, SportsBoard is a registered trademark of West Shore Technologies.

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