

THE LA DODGERS AND R/GA ANNOUNCE FIRST-EVER SPORTS TECHNOLOGY & ENTERTAINMENT ACCELERATOR

The LA Dodgers Accelerator with R/GA Will Foster Companies Creating Products and Services at the Crossroads of Sports, Technology, and Entertainment

Los Angeles, CA — April 14, 2015 — The Los Angeles Dodgers and R/GA are pleased to announce a new accelerator program targeting companies with innovative products and services at the intersection of sports, technology, and entertainment. With emerging technologies creating unprecedented opportunities to shape the way we experience and enjoy sports, the program is designed to help startups build new business models that will usher in a new era for sports teams and their fans.

Leveraging the full resources of the Dodgers, their ownership and partner organizations along with the strategic brand-building capabilities of R/GA, the LA Dodgers Accelerator with R/GA will provide 10 chosen startups with unparalleled access to industry partnerships and distribution channels. The Dodgers Accelerator will support companies not only in accelerating great products and services, but also in developing enduring customer experiences and valuable brands.

Since purchasing the team three years ago, the Dodgers ownership has shown an unwavering commitment to their fans and the community, as well as to investing meaningfully in the future. “The Dodgers continue to build on a strong partnership with the city of Los Angeles, and with the launch of this Accelerator, the Dodgers are committed to helping bring sports innovation and entrepreneurship to this great city,” said Dodgers President and CEO Stan Kasten.

“The sports industry is ripe with opportunities for innovation”, said Tucker Kain, Chief Financial Officer of the Dodgers. “There are countless ways for new technology to create more powerful consumer experiences, heighten fan engagement, and improve efficiencies. We’re thrilled at the opportunity to work with some of the best sports-centric startups from the LA area and across the globe.”

Ten companies from Los Angeles and around the world will be selected to participate in the program. These companies will be a mix of early-stage startups that are developing new technologies, products, and services, as well as later-stage companies that have achieved initial product-market fit and are looking to accelerate their growth in the industry.

Program areas of interest include (but are not limited to) integrated solutions in the areas of Fan Engagement, Fan Relationship Management, eSports, Smart Arenas, Big Data & Analytics, Fitness and Youth Sports, Sports Training, and Sponsor Integration. The program will be operated by R/GA, who will bring to the program its full set of agency services along with its network of global brand partners.

Companies from around the world are encouraged to apply, and can submit their applications beginning on April 14, 2015 through June 29th. The program will take place

in Los Angeles and will start on August 17th, concluding in early November with an invite-only Demo Day, where each company will have the opportunity to present to investors, industry leaders, and the sports, technology, and entertainment communities.

For more information, visit www.dodgersaccelerator.com and follow @dodgersaccel.

About the LA Dodgers

The Los Angeles Dodgers franchise, with six World Series championships and 21 National League pennants since its beginnings in Brooklyn in 1890, is committed to a tradition of pride and excellence. The Dodgers are dedicated to supporting a culture of winning baseball, providing a first-class, fan-friendly experience at Dodger Stadium, and building a strong partnership with the community. With the highest cumulative fan attendance in Major League Baseball history, and a record of breaking barriers, the Dodgers are one of the most cherished sports franchises in the world. Visit the Dodgers online at www.dodgers.com, follow them on Twitter @Dodgers and like them on Facebook at www.facebook.com/Dodgers. For media information, visit www.dodgerspressbox.com.

About R/GA

R/GA, the company for the Connected Age, develops products, services and communications to grow our clients' brands and businesses. Founded in 1977, the agency has been a pioneer at the intersection of technology, design and marketing with work spanning web, mobile, and social communications, retail and e-commerce, product innovation, brand development and business consulting. R/GA has more than 1,500 employees globally with offices across the United States, Europe, South America, and Asia-Pacific and is part of The Interpublic Group of Companies (NYSE:IPG), one of the world's largest advertising and marketing services organizations. R/GA is a member of the [GAN](http://gan.co) (gan.co), a network of the world's most respected accelerators and organizations in support of the startup ecosystem. For more information on R/GA, please visit www.rga.com, www.rgaaccelerator.com, [@rgaventures](http://rgaventures.com), and [@rgaaccelerator](http://rgaaccelerator.com).

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