**Pro Football Focus and Axon Sports announce strategic partnership**

**Scottsdale, Arizona – February 4, 2016**

Axon Sports Holdings, LLC (“Axon Sports”) and Pro Football Focus (“PFF”) are pleased to announce a strategic partnership to integrate PFF’s player performance data with Axon Sports’ cognitive decision-making system and analytics.

Jason Sada, President of Axon Sports, said, “We are excited to align with PFF and its talented team – they provide the most in-depth and comprehensive information on in-game performance for virtually every professional and Division I-A college football program. Combining our proprietary decision making training system and analytics with the PFF data will provide coaches, players and, potentially, fans with groundbreaking tools to Train Above the Neck and insights on decision making.”

“We are very excited to be working with Axon to develop the next level of football performance and training,” said Neil Hornsby, President of Football Operations at Pro Football Focus. “Axon’s existing training products are outstanding, and the use of PFF actual game data in the products will make the training even more realistic and effective.”

**About Axon Sports**

Axon Sports is leading provider of cognitive assessment and training tools to professional, collegiate and elite amateur athletes. Through customized programs at our advanced performance centers or with our individualized iPad applications, athletes can assess and improve their skills leveraging six key cognitive domains: pattern recognition, anticipation/reaction, decision making, focus, imagination and emotional regulation. [www.axonsports.com](http://www.axonsports.com)

**About Pro Football Focus**

Pro Football Focus is the pre-eminent supplier of advanced data and analysis for NFL and Division I-A college football. PFF is the only football data service that grades every player on every play of every game, and PFF data and analysis for NFL, college and fantasy football fans are available at www.profootballfocus.com.

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