



CONCACAF Media Release

The Confederation of North, Central America and Caribbean Association Football

FOR IMMEDIATE RELEASE

www.concacaf.com

CONCACAF Names DataFactory Official Statistical Service Provider for the Confederation

Stats Service Debuts with Kickoff of the 2013 Gold Cup

Miami, FL (Saturday, July 6, 2013) - The Confederation of North, Central America and Caribbean Association Football (CONCACAF) today announced a strategic partnership with DataFactory, naming the company the official provider of statistics for the Confederation.

³In DataFactory we have found a strategic partner that can provide us with an innovative statistics product, complete with user friendly interfaces structured to give fans relevant and immediate information during games,² said Enrique Sanz, General Secretary of CONCACAF. ³This information will also be instrumental for our Technical Study Group (TSG) in their detailed analysis of our games and tournaments.²

The 2013 Gold Cup will be the first in a long list of important competitions in which all game stats will be registered and published, play-by-play and pass-by-pass by DataFactory.

Fans who visit CONCACAF's website during official matches will have access to GameCast, a tool which allows them to follow the events of each match in an interactive format.

³CONCACAF is the authority of football in the region, as well as a prestigious international organization in the midst of a growth process which we are proud to be a part of,² said Ernesto Cambursano, CEO of DataFactory.

³We are motivated to continue the work we have been undertaking in the United States, Mexico and every other country in the Caribbean, Central and North America, in tandem with the enormous growth of football,² said Regional Manager Cesar Galaviz Valenzuela.

DataFactory already has established relationships with the Mexican National Team, CONMEBOL, the Argentine Football Federation, ANFP of Chile, Liga Dimayor of Colombia, and some of the most important football clubs on the American continent.