SPORTSBOX AI CLOSES SEED ROUND LED BY EP GOLF VENTURES, AN INVESTMENT PARTNERSHIP BETWEEN ELYSIAN PARK VENTURES AND THE PGA OF AMERICA

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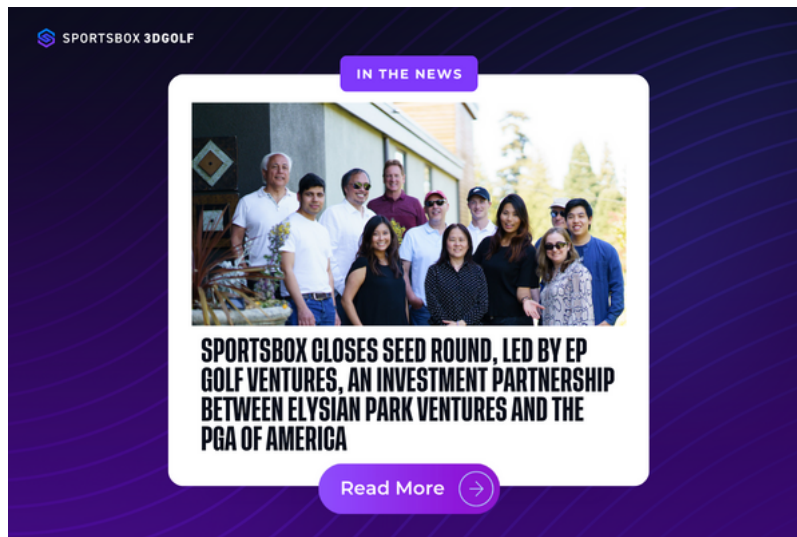
AI Powered Technology Transforms 2D Mobile Phone Video to Real-Time 3D Analysis and Breakdowns for Athletes and Coaches

 Bellevue, WA (August 4, 2022) – Sportsbox AI, an AI-powered single-camera 3D motion capture technology company that brings real-time corrective feedback to help athletes achieve their goals in sports and fitness, today announced it has closed its first seed round, bringing the company's total amount raised to more than $5.5 million to date.

The round was led by EP Golf Ventures, a new investment partnership created by the PGA of America and Elysian Park Ventures, the private investment arm affiliated with the Los Angeles Dodgers ownership group; with participation from David Blitzer and Randi Zuckerberg; LPGA Tour players Michelle Wie West, Marina Alex, and Mel Reid; leading golf coaches Sean Foley, David Leadbetter and Erika Larkin; and broadcasters Amanda Balionis and Kira K. Dixon.

Sportsbox AI is an AI-powered technology company that develops coaching and training mobile applications in sports and fitness, using patent-pending single-camera 3D Motion Analysis and Kinematic AI technology. The company's first product, Sportsbox 3DGolf, enables coaches and golfers to access comprehensive 3D motion data and analysis at an unparalleled degree of accuracy previously only available through complex and costly motion capture systems with wires and sensors. With Sportsbox, coaches and athletes can take a single 2D video from a mobile phone – with no markers or sensors – and turn it into a 3D avatar that can be viewed from six different angles to provide a full analysis of the swing, as well as track improvement using 3D biomechanical measurements in inches, degrees, linear and angular velocities.

"We are excited to have the support of EP Golf Ventures and our incredible investors," said Jeehae Lee, Sportsbox AI CEO & Founder. "This new round of funding enables us to accelerate our growth to transform the game of golf and sports overall with accessible, accurate 3D technology. We want to make it possible for every coach and athlete to easily unlock real-time data and visualization tools using our transformative technology that takes 2D video and transforms it into a holistic 3D analysis straight from a mobile phone."

- **3D Motion Capture:** Use of a mobile phone camera to create a detailed 3D model of an athletic motion from a single 2D video -- without any markers using over 30 key points

- **Highly Accurate 3D Kinematic Measurements:** Kinematic parameters and sequences relevant to measuring and analyzing the body movement in sports - in full 3D

- **Seamless Coaching Live and Remote:** 3D data and visualization tools whether you're with the student or remote; communication, CRM, and payment tools, as well as video editing tools for visually impactful lesson notes integrated for an all-in-one coaching platform

- **Drills and Guided Personalized Practice Plan to Improve Your Outcome Goal(s):** Guided practice and training roadmap tailored to your needs and goals

"Our mission at EP Golf Ventures is to invest in companies and teams that are going to have a profound impact on the golf industry and support the PGA Professional," said Jay Adya, EP Golf Ventures Managing Partner. We are pleased to have Sportsbox AI as one of the first investments of our new portfolio and believe that the company will not just improve the way golf is coached and practiced, but can do the same for other sports to give athletes and coaches the actionable, detailed analysis they need to improve their game at all levels."

Sportsbox was founded in 2020 by Jeehae Lee, a former LPGA professional and former Topgolf strategy leader; Sam Menaker, former SVP of Engineering at VoiceBox Technologies; and Stephanie Wei, a former golf broadcaster, writer and blogger. Rounding out the executive team is renowned 3D Biomechanist Dr. Phil Cheetham, an innovator in 3D Motion Analysis and Sports Biomechanics for over 30 years, as its Chief Science Officer. The company has entered into partnerships with Five Iron Golf and Leadbetter Academy; and counts golf and coaching legends Sean Foley, Suzy Whaley, Mike Adams and Terry Rowles on its advisory board.

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About Sportsbox.ai, Inc.
 Founded in 2020, Sportsbox.ai, Inc. is an AI-powered technology company that develops coaching and training mobile applications in sports and fitness using patent-pending 3D Motion Capture and Kinematic AI technology. Through our unique technology that can capture, measure and analyze complex athletic motions in 3D, combined with the knowledge and experience of the world's leading instructors in each sport, Sportsbox AI brings real-time corrective feedback to help athletes achieve their goals in sports and fitness. For more information, visit sportsbox.ai.

About EP Golf Ventures

EP Golf Ventures is a new investment entity created by Elysian Park Ventures in partnership with the PGA of America. Elysian Park Ventures is a private investment firm created by the ownership group of the Los Angeles Dodgers that partners with exceptional entrepreneurs operating at the intersection of sports, technology, and entertainment. Based in Los Angeles, New York, and London, Elysian Park invests across stages from seed to growth, and also provides entrepreneurs with strategic, operational, and management resources through the Global Sports Venture Studio, Robin, and Breakaway Data, among others. Learn more at elysianpark.ventures. For more information about the PGA of America, visit PGA.com and follow us on Twitter, Instagram and Facebook.

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SPORTSBOX AI LAUNCHES FIRST VERSION OF CONSUMER APP 3D PRACTICE WITH CONTENT FROM TOP 100 COACHES AND TRAINING AID PARTNERS

FIVE IRON GOLF ENTERS THE WORLD OF 3D AI SWING ANALYSIS

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