



NEWS RELEASE

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Pro Football Focus Garners Two Top Spots From FSTA, FSWA

Fantasy Sports Trade Association Names PFF Best News and Analysis For An Unprecedented Third Year In A Row; Fantasy Sports Writers Association Selects Jeff Ratcliffe For Best Fantasy Radio Show

CINCINNATI – Pro Football Focus, (@PFF) the global leader in American football performance data and insights, took home the Best In News and Analysis, Single Sport, for an unprecedented third year in a row Fantasy Sports Trade Association (FSTA), as well as winning Best Fantasy Radio Program (hosted by Jeff Ratcliffe, @JeffRatcliffe) from the Fantasy Sports Writers Association (FSWA). It is the latest acknowledgement by the sports media and tech community in what has been a landmark year of growth for the company. Overall PFF was a finalist in five categories from the FSTA and the Fantasy Sports Writers Association for 2016. In addition to the two wins, the platform was also nominated for Best Fantasy Football Podcast (Ratcliffe), Best Online Football Article (Brandon Marianne Lee) and Best Newcomer (Scott Barrett) by the FSWA as well.

“Our goal is to be best in class every day, and the awards from the FSTA show that we are well on our way to achieving that goal,” said Cris Collinsworth, veteran football analyst, three time All-Pro for The Cincinnati Bengals and PFF CEO. “I would like to thank all of those on our team who have worked so tirelessly to build our business, and I can safely say the best of what we will be doing for all our partners is still yet to come.”

Ratcliffe, who won for best radio show, is the Director of Fantasy at Pro Football Focus where he manages the fantasy product in addition to producing content for the site. One of the most accurate rankers in the industry, Jeff has consistently posted strong finishes ranking accuracy contest with five top-10 regular season finishes in offensive rankings in the last six years, including a second-place result in 2016. He also has two top-10 finish in preseason draft accuracy, four first-place finishes in IDP rankings, and four top-5 finishes in DFS accuracy.



PFF has quickly become the industry standard for in-depth and customized player analysis with a growing number of professional, collegiate and consumer partnerships. Sales of PFF's data platforms have risen over 30 % in the past year, and are projected to rise even higher in 2017 as the football industry looks toward the upcoming NFL Combine and the NFL Draft.

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Pro Football Focus (PFF) is the global leader in American football performance data and insights. We help teams win football games, media win over audiences, and fans win their argument, their fantasy league and their bet. 24 of 32 NFL teams and many College football programs take advantage of PFF data, insights and analysis for opponent scouting and game planning to free agency evaluation and draft preparation. To provide this winning edge, PFF expert analysts spend over 50 hours per game capturing more than 140 data points on every single play. This level of scrutiny and detail is unparalleled and generates in-depth player grades and rankings, unique insights and predictions that can't be found anywhere else. Every Game. Every Player. Every Play. PFF is headquartered in Cincinnati, Ohio USA.

For more information about PFF, please visit: www.profootballfocus.com.