

FOR IMMEDIATE RELEASE

**Impetus Capital** announced today the investment in **SmartSports**.

NEW YORK, Sept. 20, 2011 /PRNewswire/

**Impetus Capital** announced today the investment in **SmartSports**. Headquartered in Boston, Massachusetts, SmartSports is a technology company developing smart sports products and environments. The Company develops and markets proprietary hardware and software systems that quantitatively measure athletic performance.

Company products, including its fully automated SmartKage, serve the amateur, collegiate and professional sports markets. The Company will launch its first 10 SmartKage locations in 8 different states this fall and subsequently roll out 160 locations with a national saturation of 300 units.

"SmartKage is transformational - it has changed the measurement and reporting of athletic ability, while providing a new level of intelligence for sports," says Founder and President of Impetus Capital, Patrick Persons. "In addition, SmartSports is a wonderful example of the ingenuity and technological advancements coming out of the small to middle market sector."

"On the threshold of our groundbreaking technology launch, Impetus Capital delivers unparalleled advocacy through their outstanding operational and financial expertise," states CEO and Co-Founder Corrine Vitolo. "Their focus on transformational businesses echoes loudly through their own practices; Patrick Persons and his team are simply exemplary leaders in the field. Our partnership is a strong and vital step in SmartSports rapid growth."

Impetus Capital is transforming small business. Organizations seeking advisory and capital services – as well as investors looking for access to sound investment opportunities – are encouraged to visit [www.impetuscapital.com](http://www.impetuscapital.com) or contact the firm directly.

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