



NEWS RELEASE

Contact: Audrey Siebrase (260) 469-4667 x 104
1910 St. Joe Center Rd. Ste 61, Ft. Wayne, IN 46825

Mad Ants Hire Rosenberg as Director of Analytics

FORT WAYNE, IN (October 24, 2013) – The Fort Wayne Mad Ants presented by Lutheran Health Network announced today that they have hired Eitan Rosenberg as Director of Analytics for their basketball staff. Rosenberg has helped a number of NBA teams and coaches in the past, and he will be assisting the Mad Ants this season in player evaluations through the use of advanced statistics.

“I feel very fortunate to have Eitan as a part of our staff,” said Mad Ants president Jeff Potter. “Eitan will be able to bring a fresh and incredibly valuable perspective of what players can and cannot do through his fantastic analytical skills, and I look forward to working closely with him this season.”

Analytics are becoming a major part of all professional basketball operations, and analysts like Rosenberg use a number of different advanced stats -- like true shooting percentage, rebound percentage, and win share -- to determine which players are likely to be successful as professional basketball players and which ones are not.

The Fort Wayne Mad Ants presented by Lutheran Health Network will have their home opener on November 29 at the Allen County War Memorial Coliseum at 7:30 pm. Call 260-469-4667 to get your season tickets today!

About the NBA Development League:

The NBA Development League is the NBA's official minor league, preparing players, coaches, officials, trainers, and front-office staff for the NBA while acting as the league's research and development laboratory. Featuring 14 teams with direct affiliations to NBA franchises, the league offers professional basketball at an affordable price in a fun, family-friendly atmosphere. Thirty percent of players in the NBA at the end of the 2012-13 season boasted NBA D-League experience. In fostering the league's connection to the community, its teams, players and staff promote health and wellness, support local needs and interests, and assist in educational development through NBA D-League Cares programs. Fans can watch all NBA D-League games on nbadleague.com

NBA Development League Affiliate of:

