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WOLFPACK ANNOUNCES SHADOW FACTORY AS OFFICIAL DIGITAL MEDIA PARTNER

Wolfpack partners with Shadow Factory to bring fans closer to the game

(HONG KONG, March 15) – Toronto Wolfpack RLFC have announced another partnership in what has been an extremely busy winter. Hong Kong-based immersive media (VR/AR/XR) and digital production services company, Shadow Factory, has been named the official digital media partner for the rugby club. The agreement continues the Wolfpack's push to expand globally while actively promoting international trade opportunities and growing the game of rugby around the world.

Shadow Factory produces state-of-the-art experiences and will be offering new and exciting ways to engage Wolfpack fans in 2019. The company was involved in immersive solutions with several of the Hong Kong Sevens sponsors last year.

Its team is currently poised to explore the growing possibilities of VR, AR, and MR solutions and will bring this passion and drive into their partnership with the Wolfpack.

Jeff Ayles, Toronto Wolfpack Digital Marketing Manager, is thrilled to be involved with the global company that sports a Toronto office. "It is exciting to announce this involvement with a trailblazer in digital technology, who maintains a global reach through their Hong Kong base. Wolfpack fans will be blown away by the designs, animations, and unique initiatives they will see across our digital channels and at games in 2019. As the world's first transatlantic sporting team, the Wolfpack are heavily immersed in a rapidly-changing world and this partnership pairs us with a company equipped with the tools and talent to boost our push forwards."

As part of the agreement, Lamport Stadium will play host to several thrilling activities this season, including a dive into virtual reality and live action 360° videos to take fans directly into the action. Hans Bathija, Partner at Shadow Factory, added, "Shadow Factory will be present at several home games in Toronto as part of our firm commitment to the transatlantic side. This is a very exciting time for all of us."

About Shadow Factory

Shadow Factory is a full-service production company specializing in content development, post-production, immersive media, and digital strategy headquartered in Hong Kong.

We produce state-of-the-art, story-driven experiences and offer new and exciting ways to engage audiences. An outstanding team equipped with extensive skill sets and the latest digital toolkits, we are at the forefront of all your content needs.

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If you would like more information about Shadow Factory's services, please call Julie Magno at +852 9636 0613, or email julie@shadowfactory.io.