



Soccer Solutions

--- For Immediate Release ---

(July 9th, 2001, Portland, Oregon) Jürgen Klinsmann, former World Cup champion and captain of the German national soccer team, now residing in California, has joined SoccerSolutions, a sports marketing consultancy specializing in brand marketing and business development related to soccer, as a partner and senior executive.

Klinsmann had one of the most successful international careers of any soccer player in the past twenty years. While representing his native Germany, he won an Olympic bronze medal in 1988, the FIFA World Cup in 1990, and the European Championship in 1996. In 108 appearances for the German national team, Klinsmann scored 47 goals. He was captain of the national team from 1995 until his retirement following the FIFA World Cup in 1998.

At the professional club level, Klinsmann was equally successful. He scored over 200 goals while playing for such top clubs as VfB Stuttgart and Bayern Munich in Germany, Inter Milan and Sampdoria in Italy, Tottenham Hotspur in England, and Monaco in the French league. Klinsmann's achievements with these clubs include:

- UEFA Cup Champion (1991 and 1996).
- German Champion (1997).
- German Footballer of the Year (1988 and 1994).
- England Footballer of the Year (1995).
- Top 10 World Footballer of the Year (3 times).

In addition to his playing accomplishments, Klinsmann is versed in four languages (German, English, French, Italian); acts as an ambassador for Germany's FIFA World Cup 2006 program; sponsors a non-profit foundation, AGAPEDIA, for needy children; and is spearheading the Internet educational project, fussballD21, which is supported by content from the German championship teams of 1990 and 1996 as well as contributions from numerous corporations.

(more)

Klinsmann will focus on expanding SoccerSolutions international work with brands that use soccer to reach their target audiences and with soccer entities, such as professional clubs, that want to expand their marketing activities. Of particular interest are brands and clubs that want to penetrate the vibrant, soccer-related youth and family markets in the United States.

At SoccerSolutions, Klinsmann will be joining founding partners Mick Hoban (Portland, Oregon) and Warren Mersereau (Charleston, South Carolina), who have extensive experience in brand building through soccer, including management positions in the United States and Europe with adidas, Nike, and Umbro. Hoban and Mersereau founded SoccerSolutions in 2000. They have managed business development strategies and tactics on six continents and over thirty countries. Additional information on SoccerSolutions is available at: www.soccersolutions.com.

In welcoming Klinsmann to SoccerSolutions, Hoban noted: “We are excited to have someone of Jürgen’s caliber contributing to the success of SoccerSolutions’ client partners. His relationships and experiences in key global markets combined with his understanding of the business and marketing dynamics of the soccer market are going to provide tremendous value.”

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