

Contact: Mick Hoban
Soccer Solutions, LLC
Phone 503-297-0844
Fax 503-297-0749
E-mail: mick@soccersolutions.com

744 SW Regency Place
Portland, OR 97225

SoccerSolutions

Press Release

(13 October 2000; Charleston, South Carolina) SoccerSolutions, LLC., a sports marketing and business development consultancy specializing in soccer, has been launched by Mick Hoban and Warren Mersereau.

SoccerSolutions is dedicated to working with client partners that want to establish or enhance soccer related brand, marketing, sales, and/or promotions programs. SoccerSolutions will encourage its client partners to contribute positively to the world's most popular game as well as benefit from soccer's ability to reach end consumers.

Mr. Hoban and Mr. Mersereau have worked together since the 1980's in senior marketing roles with Umbro and adidas. Their collective experiences include: international brand development through sports marketing initiatives; managing marketing communications and promotions functions; negotiating contracts that range from international governing bodies to national federations to professional clubs to players, managers, and personalities to grassroots programs; maximizing global sponsorship contracts by creating integrated marketing plans; establishing international licensing programs; developing co-branded marketing platforms involving cooperating brands; and directing major event related marketing campaigns.

Mr. Hoban and Mr. Mersereau have both lived in Europe and the United States. They have worked in six continents and over thirty countries.

According to Mr. Hoban: "We are committed to providing personal service backed by a depth of experience; consequently, either Warren or myself will be the lead person with each client partner. Furthermore, we believe that every brand has its own distinct character and faces unique opportunities and issues. Therefore, SoccerSolutions will only develop customized solutions based on each client partner's goals and objectives, targeted consumers, budget parameters, and implementation capabilities."

SoccerSolutions initial client partners include: adidas, the global market share leader in soccer products; Juergen Klinsmann, World Cup and European champion; Kasey Keller, the most successful United States player in international soccer; Coerver Coaching, the world's foremost soccer education program for youth players; a number of Internet companies that focus on soccer, and developers of proprietary grass roots soccer concepts.

“We have been very fortunate over the years to work with some of the brightest, most influential, and most successful people in soccer and sports marketing. In addition, our brand management positions have allowed us to work around the world with many of soccer’s most significant properties and events. If we are successful in sharing with our client partners even a small piece of what Pelé, Franz Beckenbauer, FIFA, UEFA, TFC, the World Cup, the European Championship, the Women’s World Cup, the top national and club teams, the major sports marketing brands, and grassroots leaders have taught us, then both our client partners and soccer will benefit,” added Mr. Mersereau.

For additional information please contact:

Website: www.soccersolutions.com

Mick Hoban
President
SoccerSolutions, LLC
Portland, Oregon
USA
mick@soccersolutions.com
Telephone: ++1 503 297 0844
Fax: ++1 503 297 0749

Warren Mersereau
Vice President
SoccerSolutions, LLC
Charleston, South Carolina
USA
warren@soccersolutions.com
Telephone: ++1 843 225 5348
Fax: ++1 843 225 5347