

JÜRGEN KLINSMANN TO ADVISE LOS ANGELES GALAXY

CARSON, CA (Thursday, February 12, 2004) - The Los Angeles Galaxy and SoccerSolutions, a sports marketing consultancy, have today announced that former FIFA World Cup champion, German national team captain and world-renowned goal scorer, Jürgen Klinsmann, who played with such top professional soccer clubs as Bayern Munich (Germany), Inter Milan (Italy), Monaco (France), and Tottenham Hotspur (England), will provide technical advice to the coaching staff and players of the Galaxy.

“Jürgen can give the Galaxy organization a unique perspective on what it takes to succeed at the highest levels of the game. He understands how top clubs in the world operate,” said Galaxy President and General Manager Doug Hamilton. “He has won championships at every level with some of the world’s most respected coaches. He knows what the best players have to do to reach their potential. Just as impressively, he represents through his own professional development how important it is to embrace different cultures, apply best practices from various sports and businesses, and be open to change.”



Los Angeles Galaxy President Doug Hamilton with Jürgen Klinsmann at press announcement February 2004.

In his consultant role as Galaxy Technical Advisor, Klinsmann will spend significant time on site at The Home Depot Center, home of the club, through the 2004 season. He will attend and participate in evaluation and planning sessions, coaches meetings, training sessions, and individual player meetings in order to provide Galaxy coaches and players with insights gained from his successful experiences at the highest levels of international soccer.

“I’m very pleased to be invited to work with the Galaxy and to be able to share some of the patterns of excellence I learned while playing in four of the world’s most competitive professional leagues as well as worldwide with the German national team. The Galaxy has demonstrated its ability to succeed within the MLS, and it has positioned itself to also be a factor in international soccer circles. I look forward to contributing to the club as it strives to achieve its vision,” stated Klinsmann.

In addition to providing services directly to the Galaxy coaching staff and players, SoccerSolutions, under Klinsmann’s direction, will also be engaged by the team for assistance with international player exchanges, exhibition games with foreign clubs, overseas training opportunities, and other international matters.

“The Galaxy wants to be consistently successful. Our goals include giving our fans something to cheer about every game, giving our players new challenges each day of training, giving our coaching staff insights that extend beyond our MLS experiences, and playing the most exciting and successful soccer possible,” added Galaxy Head Coach Sigi Schmid. “Working with Jürgen is another commitment to turn our aspirations into achievements. He has been where we want to go, and he can articulate things we can do to enhance our existing record of success.”

Since retiring from his playing career following the FIFA World Cup France 1998, Jürgen Klinsmann has relocated with his family to Southern California and become a partner in SoccerSolutions (www.soccersolutions.com <<http://www.soccersolutions.com>>), a sports marketing consultancy that focuses on creating customized brand and business development programs for companies interested in the soccer related marketplace. Klinsmann has kept actively involved in the technical aspects of soccer by providing coaching seminars and clinics, including to the Japanese Football Association, the Asian Football Confederation, U.S. Youth Soccer, and the adidas Elite Soccer Program. In addition, Klinsmann is an international ambassador for the FIFA World Cup Germany 2006, and he has spearheaded the development of a soccer education website for youth featuring former German national team players.

The Los Angeles Galaxy, owned and operated by AEG, was founded on June 15, 1994 as one of the initial Major League Soccer (MLS) clubs. In its storied eight-year history, the Los Angeles Galaxy has established itself as one of the marquee clubs in MLS capturing three titles including the 2000 CONCACAF Champions' Cup, 2001 U.S. Open Cup and 2002 MLS Cup. In 2003, the Galaxy opened their new home - The Home Depot Center - in front of a sold out crowd of 27,000 on June 7 in Carson, CA. In addition to the Galaxy, Major League Soccer's boasts ten teams including the Chicago Fire, Colorado Rapids, Columbus Crew, Dallas Burn, D.C. United, Kansas City Wizards, MetroStars, New England Revolution and San Jose Earthquakes.

SoccerSolutions has worked with the following companies, among others: adidas, MasterCard (for whom Klinsmann is an international ambassador), National Soccer Coaches Association of America, ING Direct.