



Press Release: 1/16/10  
AHFC Partners with POWERADE

POWERADE is proud to announce the creation of the POWERADE Premier Soccer Club (PPSC), a fraternity of 16 top youth soccer clubs around the country. The brand surveyed and evaluated hundreds of clubs based on skill, reputation, attitude and location before assembling the powerful soccer alliance.

"We picked these clubs because they represent a persona similar to that of the POWERADE brand-- they're bold, competitive, confident and authentic," said POWERADE Brand Director Frank Bracken.

POWERADE products such as coolers, cups, towels and signage will adorn the sidelines at club games and practices to keep players hydrated on the pitch. In addition, POWERADE will use its local marketing teams to strengthen club relationships through such activities as fundraisers, camps, clinics and tournaments.

Through the unveiling of the PPSC and its role as the official sports drink of the 2010 FIFA World Cup, POWERADE has established itself as a major player in the soccer space.

The POWERADE Premier Soccer Club is made up of the following clubs:

Albion Hurricanes FC (Houston)  
Andromeda SC (Dallas)  
Arsenal FC (San Diego/LA)  
Bethesda FC (Washington DC)  
Cajun SC (New Orleans)  
Charlotte United FC (Charlotte)  
Cisco SC (Phoenix)  
Cobb FC (Atlanta)  
Colorado United (Denver)  
Novi Michigan Jaguars FC (Detroit)  
FC Greater Boston (Boston)  
PA Classics (Eastern, PA/Philadelphia)  
Sparta United (Salt Lake City)  
Weston FC (Miami)  
Eclipse Select SC (Chicago)  
De Anza Force SC (San Francisco)

"AHFC is delighted to partner with such a quality organization such as Powerade & look forward to benefitting from their support" – Mark Horton, General Manager, AHFC