



Arizona Youth Soccer Extends Partnership with Sports Authority as Official Sporting Goods Retailer & Presenting Sponsor for Arizona Presidents Cup

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Sports Authority Extends Strategic Partnership with AYSA

Phoenix, Ariz. Arizona Youth Soccer Association is honored to announce a one-year extension on a sponsorship agreement with Sports Authority. Sports Authority will continue to be "*The Official Sporting Goods Retailer of Arizona Youth Soccer*" and the presenting sponsor of Arizona Presidents Cup through the 2012-13 youth soccer season.

Proceeds from the partnership also will benefit several AYSA programs that cater to "At Risk" children and those in need as Sports Authority will provide coaching kits to be used to assist in the instruction of soccer throughout Arizona. Additionally, AYSA members, coaches and administrators can expect to receive numerous offers from Sports Authority throughout the year, providing an economic benefit to all.

"AYSA is extremely pleased to extend our partnership with a national leader in the sporting goods industry... With 17 central and southern Arizona locations to choose from, Sports Authority can serve a large portion of our membership with quality equipment and apparel for soccer as well as a multitude of other sports. Sports Authority's commitment to partner with our association and to continue on as presenting sponsor for Presidents Cup is a major benefit to our state!" - **AYSA Executive Director - Leslie Johnson**

*"Sports Authority is proud to partner with Arizona Youth Soccer Association for a second year in helping make the game safe and fun for these young athletes," says **Christina Barth, Sport Authority's Community Marketing Representative in Phoenix.** "We are looking forward to providing these young soccer players and their families the best value and service in the sporting goods industry."*

About Presidents Cup:

US Youth Soccer Presidents Cup is designed for those teams seeking additional challenges to play against teams of similar abilities for a national title. The cup provides a progressive, competitive experience to teams that might not otherwise get the opportunity to participate in a series of unique experiences highlighting competition, camaraderie and community from the state to regional to national levels of US Youth Soccer. 240+ teams are expected to compete in the 2013 Arizona Presidents Cup, presented by The Sports Authority. Arizona teams who are crowned champions in their respective age-groups will advance to Region IV Presidents Cup Regionals which will be hosted in Boise, Idaho in June of 2013.

About Arizona Youth Soccer Association:

Arizona Youth Soccer Association (AYSA) is a 501c(3) non-profit association. AYSA is the official youth soccer association of the United States Soccer Federation and United States Youth Soccer. AYSA represents 78 Member Leagues and Clubs comprising membership of more than 34,500 registered players, coaches, referees and league administrators. Servicing the entire state, AYSA provides rewarding recreational and competitive opportunities for players of all ages, genders and skill levels. For more information, please visit: www.azyouthsoccer.org

About Sports Authority

Headquartered in Englewood, CO, Sports Authority is one of the nation's largest full-line sporting goods retailers, offering a comprehensive and high-quality assortment of brand name sporting apparel and equipment at competitive prices. Sports Authority is staffed with experts in all areas of sports and fitness related topics, and strives to be the ultimate "authority," both on and off the field. Whether in the game or cheering from the sidelines, Sports Authority is the leading destination for consumers to fulfill their own sports equipment needs, as well as find their favorite team's apparel. Sports Authority operates 463 stores in 45 states, and employs more than 17,000 people nationwide. It also operates stores in Japan under a licensing agreement with AEON Co., Ltd. The company's e-commerce website is located at www.sportsauthority.com