

For Immediate Release



Michigan State Youth Soccer Association and iSoccer Partner to offer Technical Player Development Technology

San Francisco, CA and Plymouth, MI June 10, 2010 – Michigan State Youth Soccer Association and iSoccer LLC are excited to announce a partnership to help raise the technical level of youth soccer players throughout the state of Michigan.

Starting in August, MSYSA will begin using iSoccer's award winning technical assessment and online video training platform to improve and track the technical development of players in the state's Olympic Development Program.

MSYSA coaches will use the assessment results to build targeted technical sessions to supplement team training. This additional resource will provide players and parents guided video training instruction, carefully designed by State Director of Coaching Bryan Thorp, which can be downloaded to an iPod and performed at home.

According to Thorp, "As coaches, we have limited access to the players. iSoccer provides potential for regular access for those players looking to improve their technical abilities. It provides an opportunity for self training for the self motivated soccer athlete."

iSoccer will be included free of charge to ODP players throughout the state. Assessment results will be used as benchmarks for setting goals and encouraging individual technical improvement, not for player selection. Players and their parents will receive emails notifying them of how to download their training sessions.

Players will also be able to create their own customized training sessions from over 500 training exercises, build a four week individual training program, set improvement goals, and view their own assessment analysis online. iSoccer is an innovative, hi-tech supplement to coaching that MSYSA will utilize to help motivated players maximize their potential.

"We are thrilled to be working with MSYSA. Having come through the Michigan ODP system myself, it's especially exciting to be a part of player development here in my home state" said iSoccer VP of Marketing Abe Geiger.

For more information about MSYSA, visit www.msysta.net

For more information about iSoccer, visit www.iSoccer.org

The National Standards Project, visit www.TheStandardsProject.org