



## **Avidasports and CollegeSwimming.com launch new Performance Rankings to recognize men's and women's college swimming teams *performing at their best***

HARPER WOODS, MI, November 18, 2010 – **Avidasports , LLC** – innovators of “athletic telemetry” sensors for swimmers -- and **CollegeSwimming.com** have joined forces to unveil the first-ever performance based ranking system for college swimming teams in the United States, it was announced today.

The bi-weekly **Avidasports Performance Rankings** will offer the media, coaches, teams, and swimming fans the most innovative and accurate rankings available of both men and women teams across the country. In addition to measuring a team's performance against other programs, the Rankings will also account for those programs trending upwards or downwards based on their past season performance, thus offering fans a statistical snapshot of team performance in each of the three college divisions.

“The technology invented by Avidasports and the depth of coverage offered by CollegeSwimming.com is now combined to offer an authoritative ranking similar to the statistical measures utilized by the Bowl Championship Series ranking of top football teams in the country,” said Bill Burnett, Vice President of Sales for Avidasports. Burnett added that the rankings are unique for any collegiate sport and differ from existing dual meet polls and end-of-season championship meet finishes by providing an immediate evaluation of each team's performance.

The Performance Rankings are made up of two equally-weighted indicators. Fifty percent of the rankings are determined by each team's percentage of season-best times while the fifty percent are determined by the average rank of each team's times in relation to competitor programs.

According to CollegeSwimming.com President Greg Earhart, the outcome of many college swimming meets is predetermined by the meet's format or the competitors. Conversely, most coaches and teams judge success by their progress towards their own best times. “It's possible,” he explains, “for one team to lose a meet yet be pleased with their results while another team underperforms from their capabilities but secures a win.” The Avidasports Performance Rankings account for these differences while also eliminating the potential bias associated with polls.

The rankings are a natural fit for Avidasports, a company founded to measure swimming performance through its proprietary “athletic telemetry” system that monitors numerous metrics including stroke, speed, tempo and a host of other data from swimmers wearing the company's micro-computer sensor devices.

“Our breakthrough technology helps athletes measure their performance and strive for their personal best at each and every practice,” explained Burnett of Avidasports, “We believe helping athletes measure and exceed their personal best during training will bring out the best on race day. We are excited to partner with CollegeSwimming.com to recognize swim teams who are measurably improving during competition over the course of the season.”

The Avidasports Performance Rankings can be found on the CollegeSwimming.com website. Rankings will be issued on a bi-weekly basis. Media interested in receiving and using the new swimming measurements are requested to contact either CollegeSwimming.com or Avidasports.

## **About Avidasports**

Avidasports, based in Harper Woods, Michigan, works to challenge athletes to achieve their personal best by providing coaches and athletes a competitive training edge by measuring and syncing audio and performance metrics in real time and post training analysis. More information about Avidasports can be found at [www.avidasports.com](http://www.avidasports.com).

## **About CollegeSwimming.com**

Established in 2000, CollegeSwimming.com is recognized as the leading source of news related to college swimming. In addition to being the leading news outlet, CollegeSwimming.com provides readers with meet results, team rankings, and recruiting information. CollegeSwimming.com also works to provide resources for college coaches and media relations personnel.

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