



NORTHWESTERN UNIVERISTY SIGNS WITH AVIDASPORTS

Harper Woods, MI – October 11, 2011 – Avidasports, LLC announces today that it will install its athletic telemetry system for swimming at famed Northwestern University in Evanston, Illinois.

Northwestern Head Coach Jarod Schroeder submitted, “I believe Avidasports will help our swimmers become more aware of what they are doing in practice on a day to day basis. The information feedback this product provides has endless uses. Because the athlete and coach can access this data throughout the season, it is possible to track progress on like sets, as well as pinpoint specific weaknesses a swimmer may have. Even more useful is that the information the athlete receives through the earpiece happens in real time. This gives the athlete the ability to address specific problems within the practice or set as opposed to the next day. The scope of information the Avidasports system provides is perfect for the team of student-athletes we have here at Northwestern. This truly is an amazing product!”

With the addition of the Northwestern men’s team; Avidasports adds another highly ranked Big Ten Conference swim team to their roster which includes All-American and Olympic qualifying swimmers. Avidasports President, Bruce J. Burton shared, “We are proud to have Coach Schroeder and his team on board. Going into the 2012 Olympic year, we look forward to watching them reach their highest potential - learning how to train not only with their body but with their mind as well.”

Northwestern is in its Centennial year of swimming. The program has earned four team national championships, 28 individual national championships, 11 team Big Ten Championships and 110 individual Big Ten Championships. Northwestern is true a legacy in the sport of swimming.

For more information about Avidasports visit www.avidasports.com. Avidasports media inquiries should be directed to Jennifer Dunn, marketing manager at jdunn@avidasports.com or [313-447-5670](tel:313-447-5670).

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