



THE OHIO STATE UNIVERSITY SIGNS WITH AVIDASPORTS

Harper Woods, MI – October 28, 2011 – Avidasports, LLC announces today that it will install its athletic telemetry system for swimming at nationally ranked The Ohio State University in Columbus, Ohio.

Ohio State Men's Head Coach, Bill Wadley submitted, "My goal is to bring the very best technology on the market to our state of the art swim facility. Avidasports offers just this. This product will provide an incredible opportunity for our athletes to learn real time how to swim smarter. Our sport will thrive on this product and I thank Avidasports for having the vision to develop this technology."

Avidasports makes swimmers faster by developing neural reconditioning which increases performance by linking mindset and technique to results. Worn on the swimmer, wireless devices allow swimmers to hear real-time how they are performing each length. Further, the coach can communicate with each swimmer while watching six different performance metrics at one time on a laptop allowing the swimmer and the coach instantaneous feedback at any time during the training session.

With the addition of The Ohio State University; Avidasports brings another power swim program to it's customer base. Avidasports President, Bruce J. Burton shared, "We are proud to work with Coach Wadley and his program. Avidasports will be an amazing asset to their program. We look forward to being part of their future success."

Among its many accolades, The Ohio State University was named the 2010 Big Ten swimming champion and Coach Wadley was named 2010 Big Ten Coach of the Year. Ohio State has built a strong foundation in recent years and it looks forward to becoming even stronger. Ohio State is again a swimming powerhouse to be contended with nationally.

For more information on 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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