



PEDDIE AQUATICS SIGNS WITH AVIDASPORTS

Harper Woods, MI – September 22, 2011 – Avidasports, LLC announces today that it will install its athletic telemetry system for swimming at the nationally recognized Peddie Aquatics in Hightstown, New Jersey.

Peddie Head Coach Greg Wriede submitted, "At Peddie we are always looking for ways to educate and maximize each swimmer's technical performance to become top competitive athletes. Avidasports brings real time information and feedback to the swimmer when they need it most, during the swim. I am thrilled to have the opportunity of working with Avidasports as we bring this cutting edge technology to the Peddie School and the Peddie Aquatics Association."

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 signing of the Peddie Aquatics program; Avidasports adds another nationally ranked swim team to their roster which includes Olympic level swimmers. Avidasports President, Bruce J. Burton shared, "Peddie's philosophy that each swimmer's experience be positive and supportive in order to maximize performance will be a perfect match with the Avidasports system. We look forward to watching their athletes achieve their highest potential."

Since 1992, Peddie has been represented at every Olympic Games. Swimmers have also competed at the World Championships, Pan American Games, Pan Pacific Games, and the World University Games. Additionally, the Peddie Aquatic Association has been awarded Silver Medal status for 2011 from USA Swimming; they have been a Silver Medal Club since 2008.

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

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