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FOR IMMEDIATE RELEASE

## AVIDASPORTS SIGNS UNIVERSITY OF MICHIGAN

HARPER WOODS, MI – January 26, 2010 - Avidasports announced today an agreement with the University of Michigan men's and women's swim teams to use *AvidaMetrics*, a breakthrough product using athletic telemetry for swimming. The nationally renowned Wolverines will be the first collegiate program to use the technology which provides the ultimate training edge, connecting audio technology with performance.

With *AvidaMetrics*, swimmers are equipped with personal electronics, coaches are armed with slate PCs, and the facility is outfitted with *AvidaMetrics* equipment. Information such as speed, stroke count, distance per stroke, stroke tempo, kick count, kick tempo, turn time, length time, and more can be measured and synchronized with audio. Multiple athletes can be simultaneously tracked and communicated with during practice. Improvement is ultimately achieved by using the full depth of the product during real time and post- workout analysis.

"My goal is to have the best technology in the world here at Michigan," said University of Michigan men's head coach Mike Bottom. "We are on our way and Avidasports helps take us to the next level. This product puts us in the undisputed position to have the best technology available in the market today at our facility."

"Michigan is known as 'Leaders and Best' and our partnership with Avidasports fits the saying and our school perfectly," said Bill Martin, Director of Intercollegiate Athletics at the University of Michigan, "Sports and technology are changing quickly and this collaboration will help both Avidasports and the University of Michigan swim teams."

Avidasports Founder and President Bruce J. Burton said, "We are very proud to work with the University of Michigan and their high caliber coaches and student-athletes. The system we have built is like nothing else available in sports today. Our company will use personal electronics to take training and coaching to the next level, it will make a significant difference in how coaches coach and athletes train."

Avidasports, LLC was founded in 2009 and is based in Harper Woods, Michigan.

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