



Contact: Jennifer Dunn  
Tel. 313.447.5670  
Email: jdunn@avidasports.com  
Address: 20844 Harper Avenue, Suite 300  
Harper Woods, MI 48225  
Website: avidasports.com

FOR IMMEDIATE RELEASE

### AVIDASPORTS LAUNCHES NEW SWIM TECHNOLOGY

HARPER WOODS, MI – August 24, 2009 - Avidasports announces a new breakthrough swim technology system that will challenge athletes and coaches to strive for their personal best. Avidasports provides the athlete and coach a competitive training edge by connecting data, video, audio, and performance.

For the first time, multiple athletes can be simultaneously tracked and communicated to during practice. Information such as speed, stroke count, distance per stroke, stroke tempo, kick count, kick tempo, turn time, breakout distance, breakout time, and more can be measured and synced with video and audio. Improvement is ultimately achieved by using the full depth of the product during real time and post work out analysis.

“This system 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 athletes train and coaches coach,” says President Bruce J. Burton.

Avidasports, LLC was founded in 2009 and is based in Harper Woods, Michigan. The product will be officially launched at the American Swimming Coaches Association World Clinic being held September 8-12, 2009 in Fort Lauderdale, Florida.

###