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FOR IMMEDIATE RELEASE

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SKILLZYS® LAUNCHES NEW AMBASSADOR PROGRAM

Pennsylvania's Fagan Announced as Inaugural Ambassador

(Woodbury, MN) - Today marks the launch of the much-anticipated Skillzys® Ambassador Program; a program that rewards Skillzys® clients with preferred pricing while also providing an opportunity for clients to develop their own Skillzys® business in their respective markets and through their personal networks.

“Our company has grown ten-fold since our inception in late 2009 with a nonexistent marketing budget, largely because of positive word-of-mouth testimonials from happy clients,” explains Skillzys® founder and CEO, Mark Abboud. “We have a rapidly growing cliental base of coaches and club directors who see the benefits that Skillzys® products bring to their teams and programs, and who, lucky for us, are just as excited to share this new development idea with others. With the Skillzys® Ambassador Program, we hope to not only reward our loyal customers, but also to harness their interest and passion in our offerings to develop a web of Skillzys® users across the US who can help spread the word of what our company is all about.”

And what is this company all about? Custom Skillzys® bag tags are used by coaches to recognize successful skill execution in competition. Think of them as Boy or Girl Scout merit badges, but for sports. Athletes collect “earned” Skillzys® and display them on their sports bags or backpacks.

Fagan is a perfect fit for the Ambassador Program. That might have something to do with the fact that the program was initially designed for her, before the company considered launching this program nationally.

Fagan stopped by the Skillzys® booth at the 2011 NSCAA Convention in Baltimore and was instantly hooked on the idea of using custom bag tags to recognize player achievement on the soccer field. She became a Skillzys® client a few months later and, after a series of phone calls and emails with Abboud, helped shape the idea of a Skillzys® Ambassador. “Danielle is the perfect candidate for an Ambassador position,” says Abboud. He goes on to explain, “She is a firm believer in the ideas behind the product, she is a respected soccer coach with a proven track record of developing a successful soccer business, and she is involved in many different aspects of youth soccer development, from camps to clinics to club coaching.”

Fagan holds the nation's highest coaching licenses (a USSF A License and the NSCAA Premier Diploma, along with a USSF National Youth License), and brings both collegiate playing and coaching experience to the table.

“I'm thrilled to join Team Skillzys® as an Ambassador,” states Fagan. “Their products provide a tangible measurement tool for my coaching staff to reward and recognize players for their hard work and success. The products help reinforce my company's philosophy of developing players both on and off the field. I love how the products capture not only the skills of the game, but also the intangible qualities such as teamwork and leadership that are just as important.”

About Danielle Fagan

Danielle Fagan is the Founder and Director of Soccer DCF LLC. After earning an MBA and spending about 10 years in corporate America, she decided to pursue her love of the game and share it with others. Taking what she learned on the soccer fields, in the classroom, and in the business world, Fagan has created programs to help soccer players become better athletes and all-around successful people in their pursuits beyond the field. A player and coach at many levels, Fagan has over 30 years of experience. A native of Massachusetts, Fagan participated in youth soccer as a member of local club teams, ODP, and the Bay State Games. She continued her playing career at Division 1 Villanova University, where she captained the team in her final season. While in graduate school at Villanova, she served as an assistant coach for the women's team for three seasons.

Danielle Fagan can be found on many Pennsylvania area soccer camp, club, and academy staffs, as well as on the Eastern Pennsylvania Youth Soccer ODP and Region 1 ODP Camp Staff. In addition, she was the head coach of the Conestoga High School Girls Varsity Soccer Team from 2004 through 2010 where she compiled a record of 116-15-5, 5 League Titles, 1 District Title and 2 State Championships. She spent the past year as the assistant director of coaching for Eastern Pennsylvania Youth Soccer where she restructured and oversaw the coaching education program.

About Skillzys®

Skillzys® are award-winning, high-quality, colorful, plastic bag tags depicting activity-specific skills, ideas, or positive character development traits and values. Coaches, trainers, and teachers use Skillzys® to recognize skill mastery, track progress, mark achievements, and reward many other types of activity-specific success. Think of them as Boy or Girl Scout merit badges, but for applications like sports and education.

Skillzys® are punched with a hole in the upper-left corner of the card and are designed to attach to a child's backpack using various bag attachments, allowing children to collect and display earned Skillzys® with pride.

In addition to recognition-based products, the company also offer fully-customized and personalized products geared towards identification and brand enhancement.

Skillzys®, LLC, is based in Woodbury, Minnesota.

More information at the Skillzys® website, www.skillzys.com

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