



FOR IMMEDIATE RELEASE

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USA Synchro Announces SwimOutlet.com As Official Retailer

Largest Online Aquatics Retailer Becomes Multi-Year Partner

INDIANAPOLIS — USA Synchro, the National Governing Body of synchronized swimming, is proud to announce SwimOutlet.com as its Official Retailer. SwimOutlet.com, the web's most popular swim shop, will partner with USA Synchro on its quest for Olympic gold next year, while supporting the synchronized swimming community with the best deals for swimwear and gear.

“We’re incredibly pleased to partner with USA Synchro as official retailer in their countdown to London and beyond,” said Avi Benaroya, CEO of SwimOutlet.com. “We’re excited to support another organization within the aquatics world and work together with our USA Synchro partners to help grow their sport and promote their stars through our platforms.”

USA Synchro is fresh off silver medal wins in the team and duet competitions at the Pan American Games in Guadalajara, Mexico, last month. The Pan Am Games marked the last competition for the current national team. The nominees for the 2012 U.S. Olympic team will be announced Nov. 15 in Greensboro, N.C, where the official partnership with SwimOutlet.com will also be announced.

“We are looking forward to developing a long-term relationship with SwimOutlet.com. They can provide greater visibility for our sport among the aquatics community, and we hope that this new relationship will continue to build SwimOutlet.com’s customer base, as well. They have already shown great appreciation of our sport and athletes, and some of the programs that we have developed with them should expand our outreach efforts,” said USA Synchro Executive Director, Terry Harper.

“We hope that the added exposure for the sport and our National Teams will attract companies who want to see our team wearing their products on SwimOutlet.com.”

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As part of the partnership, SwimOutlet.com will become the title sponsor of one USA Synchro event per year, receive appearances from national team athletes and be featured in promotions at events, online and in printed material. SwimOutlet.com will help promote USA Synchro with its own social media and online campaigns throughout the partnership. There will also be a SwimOutlet.com Athlete of the Month on USA Synchro's home page.

PMG Sports, the leading consulting and athlete representation agency in the Olympic movement, solidified this partnership on behalf of USA Synchro.

About USA Synchro

United States Synchronized Swimming (USA Synchro) serves as the National Governing Body for the sport of synchronized swimming, appointed as such by the United States Olympic Committee. USA Synchro is a membership-based and not-for-profit organization which services the sport from the grassroots level to the National Team. The mission statement of USA Synchro is "to provide leadership and resources for the promotion and growth of synchronized swimming, to achieve competitive excellence at all levels and to develop broad based participation." For more information, visit <http://www.usasynchro.org>.

About SwimOutlet.com

SwimOutlet.com is the largest online specialty store for aquatics in the United States. The online retail store grew out of a dedication to providing the best goods and services to anyone interested in aquatic activities and sports. SwimOutlet.com has the largest selection for swimming, water polo, fashion, beach and surf! In addition to having an extensive selection and the lowest prices, SwimOutlet.com offers phenomenal customer service and fast shipping. The company has won the hearts of over two million happy customers who've helped spread the word on where to find the best deals. It has quickly developed into the web's most popular swim shop! For more information, visit <http://www.swimoutlet.com>.

Please contact Dax Lowery at media@usasynchro.org or 317-287-9403 for more information concerning the 2011 U.S. National Team.

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