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NEWS RELEASE

F O R I M M E D I A T E R E L E A S E

COA Announces Partnership with My Sports Dreams

Sacramento, CA . . . The Community College League of California Commission on Athletics (COA) today announced a partnership with My Sports Dreams. The terms of the agreement designate My Sports Dreams as an official COA sponsor through June 2010.

My Sports Dreams is a New York-based company that specializes in helping athletic teams fundraise external dollars to support their activities. The company's specialized system allows teams and athletic departments to raise money without selling products, and without an upfront investment risk. My Sports Dream's client base includes over 4,000 teams from all levels of intercollegiate athletics.

"It's an honor for us to be affiliated with the nation's largest system of higher education," said Jordan Kern, a founding partner of My Sports Dreams. "We look forward to the opportunity to help the COA's member colleges reach their fundraising goals."

My Sports Dreams will receive cause-related marketing support at COA events, including, public address announcements, print advertising, and product promotion. In addition, My Sports Dreams will serve as a sponsor of the annual COA Convention.

"We believe that My Sports Dreams is an ideal partner for the COA and California's community colleges," said COA Executive Director Carlyle Carter. "Community Colleges typically don't have the resources at their disposal to conduct extensive fundraising or development type efforts and My Sports Dreams has a proven track record of success that will be a benefit to all COA member colleges that wish to raise external funds to augment the activities of their athletic programs."

To learn more about My Sports Dreams, visit www.mysportsdreams.com.

About the COA

The Community College League of California Commission on Athletics (COA) is a non-profit organization per IRS Section 501 (c)(3). The COA establishes the rules and regulations to administer the athletic activities of the nearly 25,000 student athletes at California's community colleges. To view the latest news, information, and updates of all 23 COA-sanctioned sports visit www.coasports.org.