

## FOR IMMEDIATE RELEASE:

### Rhinos Goalkeeper Scott Vallow Joins Athletic Republic Rochester

Athletic Republic Rochester is pleased to announce the addition of Rochester Rhinos goalkeeper Scott Vallow to their already successful sports performance business. Scott will be a consultant and advisor for Athletic Republic Rochester's soccer division, which is in the growth phase of the business. "We are extremely excited to have Scott join forces with Athletic Republic Rochester. We look forward to adding not only a great soccer player but a great business mind to our company," stated co-owner Dr. Paul Cialone.

Athletic Republic is the culmination of 20 years of research and relentlessness. It's a science-based sports training system that has delivered real, quantifiable results to over half a million athletes, including more than 2,500 Olympic and professional athletes, no matter their age, gender or sport. "As a pro athlete, I've been training at Athletic Republic for two years and I know the protocols work. I'm excited to spread the word and help grow the business," stated Vallow.

Athletic Republic's intensive, individualized sport-specific training programs and state-of-the-art, proprietary equipment give real athletes a competitive advantage at every level—naturally. Athletic Republic focuses on intelligent, science-based methods that train each athlete to move better, faster, be more stable and be in the best possible condition for their sport. "We're the best at what we do. Nobody can compare or guarantee results like we can," stated Cialone.

Athletic Republic Rochester's new 13,000 square foot flagship franchise is currently under construction on the west side of Rochester. Athletic Republic Rochester West will be located at 1645 Lyell Avenue in the vacated Valeo business complex and is set to open January 2010. The new facility will also have a synthetic grass field and be the home of the Scott Vallow GK School, a comprehensive goalkeeper development program that integrates on field training with Athletic Republic sports training protocols and Dartfish video analysis software.

Scott is an 11-year professional in MLS and the USL 1<sup>st</sup> Division and is currently the starting goalkeeper and team captain for the



Rochester Rhinos. Throughout his career, he has helped the Rhinos claim two A-League Championships in 2000 and 2001. Scott was named the A-League Goalkeeper of the Year in 2000, was an All-League selection in 2000 and 2006 and Rhinos Team MVP in 2006. Scott holds the Rhinos franchise record in goalkeeper wins, shutouts and saves. Scott was a 2 time Division One All-American at Bowling Green State University and holds a BSBA with a focus on sales and marketing. For Athletic Republic Rochester information, please visit [www.athleticrepublicrochester.com](http://www.athleticrepublicrochester.com) or call (585) 426-8488. For more information on Scott Vallow's "Train like a Champion" Goalkeeper Development Programs, please visit [www.scottvallow.com](http://www.scottvallow.com).