



Fullerton, CA (June 13, 2011) – California State Soccer Association – South (Cal South) today announced that it has successfully negotiated a new contract with Affinity Sports (Affinity).

Affinity will continue to be Cal South’s technology partner providing web based state association services to manage all player and administrator records, risk management, state cup and other association activities. Affinity will also continue to provide online registration, tournament and scheduling services to approximately 240 leagues and clubs sanctioned by Cal South. Affiliate Member leagues and clubs using Affinity will have the added benefit of full data integration.

“We are proud to continue our working relationship with Affinity Sports. The system provides tremendous data integration across our many programs and allows us to service and support our membership with greater efficiency,” states Cal South President, Johnnie Garza.

“Cal South has aggressively deployed technology to automate almost every aspect of their business. As a result, player counts are way up and member satisfaction is high. As a partner we have witnessed a fundamental paradigm shift from a Cal South being simply a “sanctioning body” to a “soccer member advocacy organization”. We are grateful to be part of their success”, said Mark Skeen, President, Affinity Sports.

Affinity has been a technology partner to Cal South since 2002.

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About Cal South:

The California State Soccer Association - South (Cal South) is a 501c(3) California public benefit corporation and is the official youth and adult state soccer association of the United States Soccer Federation and United States Youth Soccer. Cal South represents over 240 Member Leagues and Clubs comprising our membership of more than 180,000 registered players, coaches, referees and league administrators. The organization, with a service area that extends from San Luis Obispo to San Diego, provides rewarding recreational and competitive opportunities for players of all ages, genders and skill levels. For more information about Cal South, visit www.calsouth.com.

About Affinity Sports:

Founded in 2001, Affinity Sports is the technology innovator for youth sports administration. The company offers a wide range of products and services designed to empower administrators, and volunteers, through web based applications. Affinity Sports USYS clients include: Cal South, Oregon Youth Soccer, Utah Youth Soccer, South Texas Youth Soccer, Alabama Youth Soccer, Georgia Soccer, Hawaii Youth Soccer and PA West.

For additional information, contact Mark Skeen, President, Affinity Sports, mskeen@affinitydev.com, <http://www.affinity-sports.com/index.html>