



Atlanta, GA (June 30, 2011) – Georgia Soccer today announced that it has successfully negotiated a contract extension with Affinity Sports (Affinity).

Affinity will continue to be Georgia Soccer’s technology partner providing web based state association services to manage all player and administrator records, risk management, and other association activities. Affinity will also continue to provide online registration and management services to approximately 112 leagues and clubs sanctioned by Georgia Soccer. 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. Affinity Sports has been a major factor in soccer software development with a number of competitors trying to match the quality and depth of their product. In the estimation of our Information Technology Committee, which is made up of IT professionals, Affinity Sports is currently the market leader in virtually every critical area of our needs” states Executive Director, Rick Skirvin.

“Georgia Soccer has been out front in terms of technology adaption for years. Our relationship with GSSA has benefited our product development tremendously. We look forward to continuing our valued partnership”, said Mark Skeen, President, Affinity Sports.

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#### **About Georgia State Soccer Association:**

*Georgia Soccer is the authorized state youth and adult association for Georgia within the United States Adult Soccer Association, United States Youth Soccer Association, and through them is part of the United States Soccer Federation (USSF). Also, Georgia Soccer serves as the official National State Association of USSF making it responsible to act on behalf of USSF and provide licensing courses for coaches and certification courses for referees.*

#### **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, Hawaii Youth Soccer, Utah Youth Soccer, South Texas Youth Soccer, Alabama Youth Soccer, Georgia Soccer, and PA West. Affinity has been a technology partner to Cal South since 2002.*

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

