



FOR IMMEDIATE RELEASE

**Pinnacle Sports Merges with The Edge Sports Performance Academy;
Unveils New 140,000-square-foot Outdoor Sports Complex**

Moves designed to propel facilities' mission of DEVELOPING ATHLETES FOR LIFE

Medina, Ohio (June 3, 2009) – Pinnacle Sports announces its merger with The Edge Sports Performance Academy, Twinsburg, to bring area young people a combination of elite coaching, indoor and outdoor sports facilities, and character-development training. The merger enables both facilities to offer the same quality training that DEVELOPS ATHLETES FOR LIFE.

Pinnacle Sports and The Edge share a common core belief that most sports training focuses on winning as the end result and misses teaching the virtues of true sportsmanship. For this reason, both facilities emphasize character development in combination with athletic skills training and physical training to better prepare young athletes for life.

Now with two locations, Pinnacle Sports is the largest sports training facility in the region. The two facilities, which are about 30 minutes apart, consist of 200,000 square feet of indoor space. In addition, the Medina facility now offers a new, 140,000 square feet outdoor lighted, turf field, which provides soccer, baseball, softball and lacrosse training programs and games. Training is also available for basketball, football, volleyball, martial arts and jump rope.

“We got in this business to make a difference in the lives of young athletes, and because we saw a serious flaw in the training offered today, including our competitors,” said Rich Garbinsky, General Manager of Pinnacle Sports. “Others focus solely on skill-based training and winning at all costs. Pinnacle Sports provides the skills needed to win, and is also the only facility in Northeast Ohio that places such an emphasis on nurturing young people and developing the character traits they need for success in sports now and for life in general as they mature.”

“By maximizing the human potential of the young people we train, we are revolutionizing the industry. The combination of Pinnacle Sports and The Edge Performance Academy more than

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doubles our opportunity to serve young athletes in this way.”

Coaching Extends to Life Skills

Pinnacle Sports employs top-rated national coaches and trainers who are experts in the development of skills young athletes need to perform at a top level. They also guide the character attributes that will help youths succeed on and off the playing field. All Pinnacle Sports coaches and trainers are trained through the character-building Coaching 4 Life program. The Coaching 4 Life system includes at-home parent and guardian participation in character-building exercises that helps enforce program principles.

“No one else in the region puts as much emphasis on character building as Pinnacle Sports through our Coaching 4 Life training system. Our coaches get a tremendous amount of respect from the young people they are training,” Garbinsky said. “We look at this interaction as a superb opportunity for our coaches and trainers to make a direct impact on the lives of the young people they are working with. And being trained through the Coaching 4 Life program gives coaches the skills to make the most out of each opportunity.”

The specialized training offered at Pinnacle Sports with The Edge Sports Performance Academy integrates speed, strength and conditioning with skills development to aid in the battle against childhood obesity.

Pinnacle Sports integrates athletic skills training, physical training and character development for young athletes at locations in Medina and Twinsburg, Ohio. The state-of-the-art indoor and outdoor facilities are staffed with top-rated national coaches and trainers who provide instruction in soccer, football, baseball, softball, basketball, volleyball, martial arts and jump rope. Programs are available for families and youth ranging from toddlers to college students. Visit pinnaclesports.org.

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(Editors’ Note: A digital image of Pinnacle Sports’ new outdoor complex is available at www.pinnaclesports.org/news/images or by contacting Jim Cyphert. Additional images for media use are added to the site on a regular basis.)

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