



FOR IMMEDIATE RELEASE

Alltel Ice Den Teams Up with Velocity Sports Performance to Provide Training to Alltel Ice Den Hockey Athletes.

Press Release

Scottsdale, Arizona - Sep 20, 2005 - Open House Training Event Scheduled for September 24 and 25, 2005. All indoor facility to provide Ice Den athletes with expert performance training in the areas of speed, power, agility, flexibility and injury prevention.



Ice Den Athletes and teams look to Velocity to help them train to reach the next level of success.



Velocity Sports Performance, an advanced athletic performance training facility for athletes of all skills and ages, announced today they have reached a formal agreement with the Alltel Ice Den to incorporate a variety of off-ice performance training services to all players and teams participating in Ice Den hockey programs.

In addition to offering training services to all Ice Den CAHA house and travel teams, performance training services will be made available to CAHL adult recreational league players, local high school teams and clubs

including Arizona State Sun Devil Hockey Club. Velocity will also offer pre game warm-up and post game flexibility sessions to teams visiting the Alltel Ice Den. Velocity Sports Performance will continue to provide training for NCAA and NHL level hockey players residing in the Phoenix area during their off-season.

Leadership Comments

Ice Den coaches and program managers are all excited to begin the formal relationship. "We are thrilled to officially partner with Velocity Sports Performance. They've already been working with several of our teams and athletes who have demonstrated tremendous gains in athleticism." said Mike De Angelis, Director of Youth Hockey. De Angelis continues that, "Having such convenient access to a world-class training center and experienced coaching staff is of major benefit to our program, players, and their families. Velocity is a perfect fit for our organization's needs."

When asked about what CAHA players, coaches and parents should expect from the Velocity partnership, De Angelis added that, "Their coaches know flat out what a hockey player requires in terms of training for speed, quickness, power and injury prevention at the various stages of their development and growth. You should expect nothing but positives from training at Velocity."

Rick Van Fleet, Director of Hockey for The Arizona Girl's Youth Hockey Association (AGYHA), has had his players and teams training at Velocity since the facility opened last winter. Van Fleet noted that, "Velocity provides us with an off-ice facility whose combination of size, capabilities and programs probably exceed that of most NCAA and NHL teams. Coach Van Fleet, who is a USA Hockey Master Coach Level 5, understands the importance of proper off-ice training for performance and injury prevention. "If you're not doing this type of training, you're losing ground over the competition and increasing the chances of injury. We are recommending that all of our players and teams, regardless of their level of development, participate in one of their off-ice training programs and make Velocity part of their overall training and practice regimen."

"Our entire team of coaches is all very excited about the prospect of having more hockey players and teams training at our facility," said Joe Marsit, Director of Athlete Performance at the Scottsdale Velocity Sports Performance center. Marsit, an experienced NSCA/USAW strength and conditioning coach, has been working with athletes of all ages and abilities for over 14 years, including many NCAA, professional and Olympic athletes. "Recent scientific studies out of Canada clearly show that a properly conducted off-ice training program will substantially improve speed and quickness on the ice while reducing the occurrence of injuries. One nice thing about being part of a large, international training network is that we have the ability to easily share results data and interact with active NHL level coaches who are training athletes in other hockey hotbeds like Toronto, Minnesota and Colorado. You don't need to go to Canada to receive this level of off-ice training. It's available right next door to where you skate."

Benefits of Velocity Training

Velocity boasts a team of coaches to train skating athletes to increase their speed, power, flexibility and agility and learn injury prevention techniques. All Velocity trainers are degreed and NSCA certified strength and conditioning performance coaches with years of experience training athletes of all ages and abilities. Velocity's training staff knows what it takes to properly train athletes to reach the elite level and help them stay fresh and injury free year round. Most importantly, Velocity delivers scientifically proven, age appropriate training programs in a fun and safe environment. They can even conduct a baseline performance test and periodically check an athlete's progress.

Introductory Open House Event

During the upcoming (9/24 and 9/25) open house event, Velocity will be introducing their "Wicked Fast Weekends" training for CAHA players and teams interested in getting an advantage over the competition. Players and teams can participate in a complimentary 30-minute active dynamic warm-up program prior to a weekend game or practice. These warm-up sessions, taken straight from the NHL, are scheduled to coincide with the Ice Den rink schedule and will allow players enough time to properly warm- up and then dress. Post practice training sessions are also available. For individual athletes, teams and leagues, regardless of their sport, tours and program enrollment is available at the training center, located at 9171 East Bell Road (Loop 101). For more information, please call 480-503- 8212.



About The Alltel Ice Den, CAHA, and AGYHA

The Alltel Ice Den is a 120,000 sq. ft, TWIN ice skating and entertainment facility located in Scottsdale, Arizona. The Ice Den is home to the Coyotes Amateur Hockey Association (CAHA), the Coyotes Adult Hockey League (CAHL) and offers numerous figure skating and Learn-to-Skate classes.

The Alltel Ice Den is rated third nationally among facilities that run the United States Figure Skating's "Learn to Skate" programs. The Coyotes Amateur Hockey Association (CAHA) boasts a membership of more than 640 youth players, while the Ice Den's Adult Hockey League (CAHL) has more than 600 members.

The Coyotes Amateur Hockey Association is ready to launch into their 8th season. Since our conception in 1998 we have grown and developed our programs to become one of the premier youth hockey associations in the southwest. The association is on a path to continue to grow the number of members and provide a higher level of hockey development. CAHA offers year round leagues and programs for boys and girls ages 4-18.

The Arizona Girls Youth Hockey Association (AGYHA) is in their third year of operation and already has more than 70 girls playing competitive ice hockey. You can learn more about the AGYHA by visiting their web site at www.arizonaselects.org.
<http://www.coyotesice.com>

About Velocity Sports Performance

Velocity Sports Performance features a state of the art climate controlled training facility. Combined with world-class equipment, an indoor football field, basketball surface, 65 yard Olympic sprint track, and professionally trained and certified coaches, Velocity can deliver sports performance training solutions to the general public that were previously available only to professional and elite athletes. The Scottsdale training facility is located at 9171 East Bell Road (Loop 101).

Velocity Sports Performance, an advanced sports performance training program for athletes of all skills and ages, was founded in 1999 by world-renowned coach Loren Seagrave, who has coached Olympic athletes, NFL players and long distance runners. With over 50 locations throughout the US and Canada, Velocity Sports Performance has strategic relationships with national organizations, including IMG Academies, Collegiate Sports of America, National Alliance for Youth Sports and Special Olympics. Visit our web site for more information on training programs and services.

<http://www.velocitysp.com/scottsdale>

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