



FOR IMMEDIATE RELEASE

July 2, 2008



Twist Conditioning® Inc. Partners with MLS Camps®

Ogden, UT - Twist Conditioning Inc. today announced a strategic alliance with MLS Camps. This partnership combines a world leader in sports performance and functional training - Twist Conditioning, with the official camp and clinic of Major League Soccer - MLS Camps.

Twist Conditioning Inc. has been a world-leader in sport-specific and functional fitness since 1999. With three major divisions - TRAINING athletes in franchised sport conditioning centers, EDUCATING trainers in the fitness, health club, sport, teaching, rehabilitation, and emergency services industries; and DISTRIBUTION of new, innovative training equipment. Twist focuses on the secondary fitness characteristics of balance, agility, whole body functional strength, speed, and power to build bigger, faster, stronger, and SMARTER Muscles.

MLS Camps has been a leader in delivering youth soccer training and education since 1969. MLS Camps has spent decades researching how children behave, grow, and develop. Those findings have been used to create a truly effective soccer curriculum that matches the development of the child alongside the development of the player. MLS Camps has 1,200 locations in 44 states as well as offices in 15 US cities and the United Kingdom and has 450 MLS Camp Coaches. Each year, more than 270,000 players and volunteer coaches participate in MLS Camp programs.

Speaking about the partnership, Brett Russell, President of MLS Camps said, "We are excited about partnering with Twist Conditioning to offer a smarter way of training players in soccer. Having two companies unite who are the leaders in their respective industry can only benefit the end consumer who takes advantage of this training. We have the best research and education in our respective fields and we feel the market will embrace this unique approach to soccer training in the United States and Canada."

Twist Conditioning's Smart Muscle Training focuses on the development of dynamic balance, multi-directional movement and whole body strength to enhance coordination, body awareness, speed, power, agility, and reactivity – all the physical tools needed to enhance success in the many diverse situations during a soccer match.

"Our goal is to make a massive positive impact and shape the way the world trains for the physicality to live a vibrant life," says Peter Twist, President and CEO of Twist Conditioning. "MLS Camps shares our passion for sport and fitness and we are excited about our future together and the opportunity to be instrumental in the lives of our youth"

MLS Camps has incorporated Twist Conditioning's training and education paradigm into their current camp curriculum as well as Twist Conditioning's sport performance line of SMART products. MLS Camps and Twist Conditioning - BE READY™