

FOR IMMEDIATE RELEASE

Media Contact:

Robert Steele
Director of Player Development
Atomix Sports Performance
(818) 636-5676
s@atomixathlete.com

ATOMIX TO ASSIST WITH NIKE SPARQ TEAM CHALLENGE
Southern California Coaching Team to Qualify Kids for National Competition

CALABASAS, Calif. (August XXX, 2007): Atomix Sports Performance is teaming with SPARQ Training to qualify young athletes for the Nike SPARQ Team Challenge, which measures the athletic performance of high school football, baseball and fast-pitch programs nationwide.

“Nike and SPARQ Training have put together an amazing program for young athletes, and we are honored to be included,” says Robert Steele, director of player development for Atomix. “Everyone who participates in the Challenge will receive an objective measurement of their athletic skills, as well as the tools to improve their performance. We hope a lot of kids will come away feeling accomplished and empowered.”

Atomix and other local coaches will administer SPARQ tests, which include the vertical jump and 40-yard dash, to qualify student teams throughout the Conejo Valley, West Valley, Ventura County and Simi Valley areas. An acronym for Speed, Power, Agility, Reaction and Quickness, SPARQ Training’s tests measure the athletic performance of individual players. After completing a series of physical challenges, participants will be rated according to sport, age and gender.

“The core values of the Nike SPARQ Team Challenge are almost exactly the same as Atomix’s,” says Steele. “Our approach to training is focused on improving the components every athlete needs to excel in his or her sport: strength, speed, agility, flexibility and response time. We hope to see many of our clients at the event on Saturday—we know they’re going to do great!”

Every coach who brings 20 or more athletes will receive a SPARQ Development Kit, and each athlete who completes the testing will receive his or her SPARQ Rating printout, a limited-edition bag tag and a SPARQ shoe bag. The team whose top five athletes score highest will go on to compete for Regional and National Team Championships. The national champion in each sport will receive a National Championship Banner and a set of Nike uniforms with a Nike SPARQ National Champion designation.

Free and open to anyone, the event will begin at 9:30 a.m. on Saturday, August 11, 2007, on Calabasas High School’s football field, located at 22855 W. Mulholland Hwy, Calabasas, CA 91301. Check-in begins at 8:00 a.m. For more information, please visit www.atomixathlete.com or contact Robert Steele at (818) 636-5676.

About Atomix Sports Performance

Atomix Sports Performance offers private athletic coaching and semi-private training for anyone seeking to develop their athletic performance in a variety of team and individual sports. Founded in 2005 by Robert Steele, who has 20 years of training experience, Atomix provides a variety of programs that focus on a holistic approach to athletic training, including strength, speed, core and flexibility training, as well as peak performance mental edge training and sports nutrition. For more information, please visit www.atomixathlete.com.

###