



Contact:
FC Indiana Women: 765.337.9009
Anton Maksimov: amaksimov@fcindiana.com

FOR IMMEDIATE RELEASE

FC INDIANA PARTNERS WITH PDA

Progressive Design Apparel of Indianapolis Becomes Official Sponsor of the 2007 USA National Champions in Advance of FC Indiana's Inaugural 2008 USL W-League Season

FC Indiana Website – www.FCIndiana.com

LAFAYETTE (April 7, 2008)– USL W-League's FC Indiana Lionesses and Progressive Design Apparel have officially teamed up to promote the sport of Women's Soccer in Central Indiana and across the Midwest, the two organizations announced today. PDA, a leading graphic design, custom embroidery and screen-printing company in Indianapolis will sponsor the two-time National Championship team consisting of top ranked female players around the world.

"We're so proud and excited to be a sponsor of such a great team and organization," said PDA owners Steve and Challen Powers. "We look forward to the opportunity to make these girls look as good as they play."

PDA will provide official photography, graphic design, kit decorating, fan wear, and promotional materials for the women's team.

"It is an honor to be sponsored by such reputable organization as PDA," said FC Indiana Executive Vice President Anton Maksimov. "The quality of their product and design is first class, and we're thrilled for our players to really stand out this season."

A well-known champion of the youth soccer scene in Indianapolis, PDA will also underwrite the Inaugural FCI PDA International Cup to be staged at Kuntz Stadium on April 30th and May 2nd, 2008.

Other projects involving both organizations will include summer soccer camps for girls and coaching clinics in Indianapolis area.

FC Indiana, that will play its 2008 home games at Purdue University and at Kuntz Memorial Stadium in Indianapolis is the Exclusive Developmental Partner and the Official W-League Affiliate of the yet-to-be-named Chicago Professional Women's Soccer franchise, which will begin play at Toyota Park in Bridgeview, Illinois in 2009 as part of the new top level Women's Professional Soccer league (WPS).

FC Indiana's first official home game of the season versus Michigan Hawks of Detroit will take place at Kuntz Stadium in Indianapolis on May 21st at 7:00PM. Season tickets (\$49) and Youth passes (\$11) are now available online at http://www.fcindiana.com/tickets/index_E.html.

The Lionesses, who have just returned from a successful preseason camp in Florida, will also feature as part of the Indiana Soccer Showcase vs. Indiana University Hoosiers on Saturday April 12th at 7:00pm at Kuntz Stadium. Tickets are \$5 for the entire day, and all the proceeds from the event will be used to fund the Urban Soccer Development Program conducted by the City of Indianapolis.

About FC Indiana:

Founded in 2000, FC Indiana has become a leader in women's soccer in North America. The club's women's team won the 2005 and 2007 Women's Premier Soccer League (WPSL) National Championship titles as well as the 2005 US Open Cup. Its women's team is currently ranked number 5 in the world according to an independent site www.womensworldfootball.com. From 2008 season, FC Indiana will compete in the Midwest Division of the Central Conference in the USL W-League.

About Progressive Design Apparel:

Since 1989 Progressive Design Apparel has built a reputation as the mid-west's one-stop shop for promotional needs. From local sports teams to global corporations, our clients count on PDA's level of quality and creativity to deliver an unsurpassed level of custom products and creative marketing services. Based in Indianapolis, Indiana, our state of the art facilities and experienced in-house staff make PDA "The Place for Cool Stuff".

About USL W-League:

Providing the highest level of women's soccer in the US and Canada, USL W-League is comprised of 41 teams split into four conferences. The top women players throughout the world along with the best collegiate players compete in the League, which is recognized as the elite competition for women and which presents affordable family entertainment to many fans as well as the educational opportunities for young players in each of the team locations.

More information on:

FC Indiana: www.fcindiana.com

Progressive Design Apparel: www.pdacoolstuff.com

USL W-League: wleague.uslsoccer.com

WPS: www.womensprosoccer.com

FC Indiana • 3832 Fortune Drive • Lafayette, IN 47905 • 765.337.9009 phone • 765.446.2419 fax