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The Next Extreme Sport

San Jose, California, 9-14-04. San Francisco Bay Area based marketing firm looks to blaze a new trail within the sport of soccer with its new version of soccer play. Latin Reach, Inc., a diverse marketing firm, possesses a wide variety of ability, one of which is sports marketing. They have used their vast resource of sports knowledge and research in leading soccer cultures to break new ground with this hot new item. It's called Soccer Xtreme.

Soccer Xtreme is a unique fast paced, high scoring, off-the-wall, style of soccer play that has captured the hearts of every soccer enthusiast and non-enthusiast that has experienced it. Soccer Xtreme is fun for all ages as it provides intensified, action packed, soccer excitement that captures the attention of men and women, young and old.

This amazing game takes the wonderful international sport of soccer and places it within a miniature soccer court completely enclosed by walls approximately four feet high. Rounded arena style corners, goals less than five feet wide and four feet high make for a very challenging game. These miniature soccer arenas create a controlled area of play that adds a new dimension to the game.

Off-the-wall tricks and combination bounce passes will add an aspect to the game that was never-before thought of. The extreme close quarters and the absence of a goalie make Soccer Xtreme an extremely high scoring offensive game that all sports enthusiast love.

"We witnessed the strong appeal of Soccer Xtreme at this year's San Jose Soccer Festival, one of our sports events held in the San Francisco Bay Area. We received participants from throughout the greater Bay Area and the players could not stop raving about it. Soccer Xtreme is destined to be the next big hit in sports", says Roger Hooks, VP of marketing for Latin Reach.

Latin Reach is a marketing firm that possesses a particular interest in the lifestyle marketing for the Latin market throughout the world. Their expertise is not limited to the Latin markets however. The diversity of their expertise allows for services rendered in sports, entertainment, technology and education marketing in the US and abroad.

Latin Reach has no lack of vision as they are currently laying the foundation to launch the first Soccer Xtreme regional tournament. The tournament will travel to several locations throughout Bay Area as many sites are being reviewed for consideration. Latin Reach is expecting huge growth in the sport, which they say, will justify the need for a National Soccer Xtreme organization that is already in the planning stages. So, if you are a soccer enthusiast or just a fan of extreme sports, look out for Soccer Xtreme. It's the next extreme sport.

Reference:

Soccer Xtreme

<http://www.soccerxtreme.com>

Latin Reach, Inc.

<http://www.latinreach.com>

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