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For Immediate Release

COCOA EXPOS W-LEAGUE FRANCHISE ANNOUNCE FIRST HEAD COACH

Cocoa, FL -- The Cocoa Expos recently announced the hiring of James Kryger as their first ever head coach for the newly formed W-League franchise. Kryger and the Expo ladies will play out of the southern division in the Central conference.

Kryger, currently the Assistant Coach at Western Carolina University, played an instrumental role in helping the Lady Catamounts capture the 2005 Southern Conference title and securing their first ever trip to the NCAA College Cup. Before arriving at Western this summer, Kryger was an assistant coach for two and a half years with the 2004 Atlantic Sun League champions, Campbell University. In a mirror like season, Kryger helped the Camels to their first ever trip to the big dance.

“I first would like to thank Cocoa Expo Sports Center President and General Manager Giles Malone for the tremendous opportunity to lead the Expo organization in one of the best Women’s leagues in the world,” commented Kryger. “Since 1994, the Cocoa Expo franchise has been synonymous with success and an unmatched level of professionalism. There's a great winning tradition here. We know the fans are very passionate about this game and it's something we're very passionate about as well. There is no better time to bring the highest level of Women’s soccer to the Space Coast. The players will make a great impact on this community and the young girls of Florida will finally have a team to call their own.”

Kryger’s professional playing career was just as impressive as his coaching accomplishments. Although forced into the coaching profession prematurely after an injury cut short his professional playing career, Kryger played for one of the best sides in England’s First division - Ipswich Town Football Club. Also playing in Ireland, Kryger spent time with Premier league side Finn Harps and got his start in Holland playing for V.V. Noordwijk. Kryger was then

drafted by the Toronto Lynx of the USL's A-League. Upon graduating from Cleveland State in 2001, Kryger joined the Lynx where he played two seasons in goal before suffering the retirement-forcing injury.

In addition to his coaching and playing experience, Kryger also holds coaching certificates from the United States Soccer Federation (USSF), the National Soccer Coaches Association of America (NSCAA), and the Canadian Soccer Association (CSA).

“The W-League provides a great opportunity for some of the greatest female players in the US and abroad to showcase their talent. The Expos have done great things to attract a W-League franchise to the Cocoa Beach area,” said Kryger. “An argument can be made that the beach and soccer are two of the greatest things we have going for us these days, and the Cocoa Expo is lucky enough to have them both.” Kryger expressed his determination and said, “Attracting the right group of players will not be a problem. The real issue for us will be how hard we are willing to play every time we step onto the field. A new team, playing a fourteen game regular season means there is no time for mistakes. We will have to be prepared early and expect to battle for every win.” In closing, Kryger remarked “I am looking forward to the challenges and celebrations that come with this opportunity and am excited to be associated with the Cocoa Expo, a world class organization.”

The Cocoa Expos will kick off their season with a home opener on Sunday, May 14, 2006 versus the Carolina Dynamos. The Cocoa Expos will play all of their home games at the Cocoa Expo Sports Center, a premier athletic training and special event center.

The Cocoa Expos W League Team and PDL Team are sponsored by the Cocoa Expo Sports Center, a 70 acre sports and special events center, located twelve miles from Cocoa Beach in Cocoa, Florida.

Since 1986, The Cocoa Expo Center has hosted over one thousand sports teams annually and welcomes over 250,000 visitors to its tremendous location for events of all kinds each year.

For more information on the facilities, programs and services of the Cocoa Expo Center visit the website www.cocoaexpo.com