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Soccer Express Announces Grand Opening of Canada's Largest Soccer Store

COQUITLAM, BC, FEBRUARY 20th – Soccer Express – the leader in specialty soccer retailer, and key teamwear supplier to soccer clubs in Western Canada is consolidating its retail operations into a new Soccer Superstore. The new location will be five-times the size of their current locations combined, making Soccer Express the largest soccer specialty store in Canada.

“We are thrilled to make this announcement”, commented SX Founder and President Brad Leitch, “it’s been an exhausting yet exciting project to be part of us thus far, we feel the lower mainland soccer public deserves what we have created. When people walk into the new soccer superstore, our hope is that they will feel the passion that we all share with the game in the presentation, product mix, layout and even the kicking-zone”. “At Soccer Express we truly love the Beautiful Game, our staff are entrenched in it daily whether it be playing soccer, coaching soccer, working with our clients and suppliers, we live, eat and breathe the sport”.

“The staff at Soccer Express is putting the finishing touches on the new store, and look forward to showing it off to everyone. Furthermore, if you are interested in taking a sneak peek of the new store, some great testimonials from some of our club partners, along with some info about the company, be sure to check out our new ‘pre-launch’ video on our www.canadaslargestsoccerstore.com website”, states Brad Leitch.

The new Soccer Express Superstore will feature extra improvements and features, which will enhance the customer’s soccer retail experience. In addition, brand name product will be more abundant than ever at economical pricing. Store hours will also be increased to meet the demand and to better serve their growing customer base.

Some of the new unique, in-store features include: a 10,000 sq.ft showroom with over \$1million in inventory; Boot and Apparel Customization; Licensed Print and Application; Product Demo Zone, Meeting Rooms for Club Partner Use; a designated Team Wear Showroom staffed with Team Sales specialists; 3 70” televisions featuring all day football and featuring exclusive products from major brands such as Adidas and Nike – only available at Soccer Express.

Opening day is set for March 2nd, 2013 at 9am. Coquitlam Mayor Richard Stewart along with key Soccer personalities and celebrities will be on-hand for the ribbon-cutting ceremony, which will commence shortly after the new store opening.

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February 4th, 2013

For more information about the new Soccer Express Superstore, please contact Media, Marketing & Communications Director – Aaron Macdonald (604) 619-1660 or Soccer Express Owner – Brad Leitch (604) 765-2723.

Canada's Largest Soccer Store - #10 – 75 Blue Mountain Street, Coquitlam

www.canadaslargestsoccerstore.com / www.soccerx.ca

About Soccer Express

Soccer Express has proudly been serving customers for over 25 years. A Canadian company established in Coquitlam, British Columbia, our company vision and our motto of "soccer product on time every time" denotes our commitment of delivering the world's soccer community the most up to date and innovative soccer ideas and products on the market. Our team has over 40 combined years of learning and our continued passion to both the game and the business of soccer ensures that each and every interaction with our company is informative and enjoyable. It is what we at the company refer to as the "SX difference". We respect and love "the beautiful game" as much as you do and want you to look and perform your best on or off the pitch. Whether it's supporting your favorite team, playing, coaching, refereeing or administrating, Soccer Express understands and wants to help. We hope you enjoy and value your experiences with our company. Our dedicated and experienced team of soccer professionals looks forward to hearing from you.