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Press Release

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FOR IMMEDIATE RELEASE

Reading United partner with SoccerPulse

Performance tracking application will be used to improve player fitness and training

READING, PA (April 19, 2018) – Reading United A.C. announced today that the club is partnering with SoccerPulse, a performance tracking application that will allow the team's coaching staff to better monitor player fitness and maximize training sessions throughout the Premier Development League season.

SoccerPulse is a new application for iOS and Android devices that changes the way coaches manage and monitor their players. The service allows players to provide daily feedback to their coaches and then allow the coaching staff to tailor a training session based on the squad's overall well being. The application lets coaches track training attendance, intensity, player readiness and team form.

SoccerPulse is being used throughout the world, with clubs like Greek superpower Panathinaikos F.C., the Danish National Team and the Charlotte Independence of the United Soccer League making use of the app.

Matt Danaher, creator of the SoccerPulse, believes Reading United will see significant advantages while using the application. "Reading will benefit from using SoccerPulse by being able to know exactly how the players are feeling for training sessions and games, monitor any injuries that are sustained by players, track the intensity of the training sessions for each individual player and give the players feedback on their performances in training sessions and games."

Reading United Head Coach Alan McCann is looking forward to using SoccerPulse saying, "It will be a great tool we can use to manage the training load throughout the season to ensure players can be reaching peak performance at the right times during the PDL season."

United open their 2018 campaign against Christos FC in the first round of the Lamar Hunt U.S. Open Cup on Wednesday, May 9th at Alvernia University Stadium. Kickoff is set for 7:00pm with advanced tickets available at www.readingunitedac.com/tickets.

ABOUT READING UNITED AC

Reading United A.C. is the Greater Reading area's premier minor league soccer team. Led by the ownership group of Berks Professional Sports, Inc. the club was founded in 1995 as the Reading Rage. As the club entered its 15th season a name, logo, and color change was made to better feature the ties to the local and state community as well as the soccer goals of the team and its partners. Now in its twenty-third season, Reading United's commitment to professional player development has produced over fifty players currently on the rosters of professional clubs throughout the United States, Europe and Latin America. Reading United is the official Premier Development League affiliate of Major League Soccer's Philadelphia Union. For more information about Reading United AC, visit www.readingunitedac.com.



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