

NEWS RELEASE

CLEVELANDGLADIATORS.COM



FOR IMMEDIATE RELEASE

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THE CLEVELAND GLADIATORS ANNOUNCE CORPORATE PARTNERSHIP

Swiss Therapeutic Training Products proud partner for 2008

CLEVELAND – The Cleveland Gladiators are pleased to announce that a new Cleveland based company, Swiss Therapeutic Training Products has partnered with the Arena Football League team for the 2008 season. Swiss TTP became the first of a group of corporate partner to be on board with the Gladiators in their inaugural campaign.

“As a new Cleveland based company, Swiss Therapeutic Training Products is extremely excited to partner with the Gladiators as they begin their inaugural season in Cleveland. The Swiss TTP team is proud to support another young organization by being the first corporate sponsor for the Gladiators and by supporting the Tickets for Kids program,” the company said.

“It was important for us to get Swiss TTP involved in our inaugural season. The services and products are world-class and will be very beneficial for our players. I only wish I had the swisswing® during my playing days,” Gladiators President & CEO **BERNIE KOSAR** said.

Along with Swiss TTP, the Gladiators are have partnered with NovaCare – the official rehabilitation partner, ESPN 850 WKNR – the flagship station, Georgio’s Oven Fresh Pizza and the Radisson Cleveland Hotel – the official host hotel of the Gladiators.

The AFL is a proud partner of ESPN – the official broadcast partner, Russell – the official on-field supplier and Discover – the official credit card of the Arena Football League.

About Swiss Therapeutic Training Products

Swiss TTP is the exclusive distributor of swisswing® products in the United States including North and South America. The swisswing® products were developed in Switzerland and are based upon Biomechanical Stimulation (BMS) technology. swisswing® devices transfer mechanical vibrations directly to muscle, connective and nerve tissue at frequencies that correspond to natural muscle tones. This principle enables users to exercise and tone in a most effective way with a minimum amount of effort. This type of stimulation manipulates the body’s reflexive reaction to agitations in mobility and stability, inducing a stretch reflex that causes the muscles to tighten.

The Cleveland Gladiators are set to kick off their inaugural Arena Football League season on Monday, March 3 versus the New York Dragons at Quicken Loans Arena. Season tickets start at \$80 per season and can be purchased by calling (216) 685-9000. Let the Games Begin!

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