



FOR IMMEDIATE RELEASE
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Automated Man Partners with Chivas USA for the 2012 MLS Season

Los Angeles, CA – Automated Man, the revolutionary online retailer of men's toiletries, announced today it's partnership with MLS team, Chivas USA. Automated Man and Chivas USA have teamed up to enhance the viewing experience for a lucky fan and their guest at each of the Chivas USA home games during the 2012 season at the Home Depot Center in Carson, CA.

"At Chivas USA we are very excited with this new business relationship. In addition to Automated Man joining our group of sponsors, we know that one of their main share-holders [Stuart Winter] is one of the Red-and-White's most enthusiastic fans and a season ticket holder from years ago, that makes this relationship even more especial," commented Rodrigo Morales, VP of Sponsorships for Chivas USA. "We are sure that both organizations will benefit from this partnership and we are glad to welcome Automated Man to the Chivas USA family."

"Automated Man's partnership with Chivas USA has been a dream of mine since I became a season ticket holder of Chivas USA" said Stuart Winter, co-owner, co-founder of Automated Man. "Chivas USA is an excellent professional soccer organization with a rich tradition and heritage, and we at Automated Man are very pleased to be partnered with and involved with a professional sports franchise such as Chivas USA."

Automated Man's unique approach to the online retail business, matched with Chivas USA's storied heritage, should provide for a unique and interesting partnership. Other events and announcements are planned as well for the 2012 season. Automated Man is always on the cutting edge in getting men access to being clean and smelling good, and increasing their chances with the ladies. With Chivas USA's revitalized roster, it should make for an intriguing and entertaining 2012 season. Both Chivas USA and Automated represent what's new and fresh in MLS Soccer and Men's Grooming Needs.

About Automated Man

Automated Man is a wholly owned subsidiary of Woohoo Online LLC. Automated Man provides a variety of toiletry kits delivered. Driven by its mission to ease the burden of grooming on men of all ages, Automated Man continues to broaden and deepen its offering of quality toiletry kits delivered. For more information visit Automated Man's website at AutomatedMan.com

About Chivas USA

Founded in 2004, Los Angeles-based Club Deportivo Chivas USA has achieved remarkable success in seven full seasons in Major League Soccer. From 2006-2009, the Mexican-owned club qualified for the MLS Cup Playoffs in four consecutive seasons, to the delight of its passionate supporters. In addition, Chivas USA's innovative grassroots programs demonstrate its deep commitment to the Southern California community, while the club's youth teams and Soccer Academies offer unprecedented opportunities to the region's best young talent. For more information on Chivas USA, please call 1-877-CHIVAS-1 or visit cdchivasusa.com.

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