



Soccer Tour Announcement

Dallas, Texas
April 28th, 2014

Top Mexican soccer teams will participate in the Socio MX Tour presented by Coors Light

Sports Marketing Monterrey is proud to announce the commencement of the **Socio MX** Tour presented by Coors Light. This year, the winner of 2014 CONCACAF Champions League, Cruz Azul, along with world-renowned Elite level Mexican soccer league teams such as Club Monterrey and Pumas among others, will participate in six match games in cities around the United States. These first division

level teams will face fellow competitor clubs; bringing their “Primer Equipo” players led by elite coaching staff.

“It is always an honor to work with three the best teams from Mexico. They have a great heritage and a fantastic fan base that will have the opportunity to enjoy high quality fútbol.” Jorge Villalobos – CEO Sports Marketing Monterrey.

“The U.S. market is very important for Cruz Azul, we like to play in important cities like Dallas and Chicago among others. We have a big following and it is always exciting to play top-quality games that are well organized and promoted by the Villalobos brothers.” Agustin Manzo said, Sporting VP of Winner of 2014CONCACAF Champions League Cruz Azul.

The annual tournament will kick off on July Third in Dallas, TX and will visit five additional major Hispanic markets, including Chicago and San Antonio. The tour games will be televised in more than twenty countries by ESPN as a global media partner and Lieberman Broadcasting in the United States.

On sale this week:

Team	City	Date	Venue
Cruz Azul vs. Monterrey	Dallas, TX	July 3 rd , 2014	Cotton Bowl Stadium
Monterrey vs. Scorpions NASL	San Antonio, TX	July 6 th , 2014	Toyota Park
Cruz Azul Vs. Pumas	Chicago, Ill	July 6 th , 2014	Soldier Field

Tickets can be purchased on www.ticketmaster.com

About SocioMX:

SocioMX is a platform that enables Fans to interact and connect on a deep level with their favorite Clubs in multiple ways, from digital, merchandising and experiential. For more information contact: info@sportsmarketing.com.mx

About Sports Marketing Monterrey:

Founded in the city of Monterrey, Mexico by successful brothers Jorge and Javier Villalobos, with offices in United States. Sports Marketing Monterrey is focused on helping companies, Non-profit organizations, Pro-Teams, athletes and governments connect with the Hispanic market in meaningful ways.

The agency currently represents over 47 professional athletes worldwide and promotes professional soccer match games with the TOP elite teams from Mexico

and South America, among having the exclusive rights of elite Soccer Teams in United States for marketing, merchandising, match games, among other categories. At an International level, Sports Marketing Monterrey provides consulting and business development services to companies, governments and sports clubs. For more information visit: www.sportsmarketing.com.mx or on twitter @sportsMKTMTY