



Reading United A.C.
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Press Release

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FOR IMMEDIATE RELEASE

United To Partner With Capelli Sport

Reading inks a four-year partnership agreement with the New York-based company

READING, PA (March 12, 2020) – Reading United A.C. announced today a multi-year partnership with Capelli Sport, who will become the exclusive apparel and equipment provider for the team. The four-year agreement will begin in the 2020 season and run through 2023.

“We are pleased to announce our partnership with Capelli Sport. Capelli Sport staff and management respect the grassroots efforts of teams like Reading United. They understand our market, needs, and are willing to show their support at all levels of the game both domestically and internationally. Additionally, we are excited for the player development opportunities they create for their many youth, amateur and professional clubs they support. We can’t wait for our fans, staff, and players to enter our 25th season partnered with a company who understands and appreciates our position in the USL soccer landscape.” outlined Reading Vice President Art Auchenbach.

Capelli Sport was founded in 2011 by President George Altirs, with the mission to provide quality, functionality and design for high-level performance on the field. Altirs' more than 25 years in the apparel, fashion and accessory business with parent company GMA Accessories led to the creation of Capelli Sport. The brand's innovative, world-class training gear, equipment and uniforms have yielded many global recreational, club, semi-professional and professional sports partnerships.

“We are very excited to continue to grow our presence in the USL.” said Capelli Sport President and CEO George Altirs. “To add such a storied club like Reading United helps grow our brand exposure and connects us with the grassroots efforts we appreciate and enjoy to support and we look forward to a great partnership”, Altirs continued.

In nine years of operation, Capelli Sport has become the official outfitter for a number of internationally recognized sporting organizations and holds ownership shares in MSV Duisburg of Germany's 2. Bundesliga, HB Koge of Denmark's First Division and Inter Allies FC of the Ghana Premier League. Additionally, Capelli Sport outfits AEK Athens of the Greek Premier League, Deportes Temuco and San Luis De Quillota of the Primera Division in Chile, and several national federations around the world.

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 25th 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 USL League Two affiliate of Major League Soccer's Philadelphia Union. For more information about Reading United A.C., visit www.readingunitedac.com.

ABOUT CAPELLI SPORT

Capelli Sport is an innovative sportswear and team wear brand focusing on design of the highest quality, latest fabric technology and design functionality for world-class performance on the field. For more information on Capelli Sport, current partners, and how to join the team SHOP CAPELLI SPORT, visit the ONLINE CATALOG PAGES at capellisport.com, follow them on Twitter (@capellisport) and Instagram (CapelliSport), or visit the Capelli Sport Facebook page.



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