



## **Universal Spirit announces strategic alliance with Varsity**

PRESS RELEASE – March 12, 2009

Universal Spirit is proud to announce that they have formed a strategic alliance with Varsity. Through this alliance, Universal Spirit will now be a part of the Varsity Plan. Varsity is allowing Universal Spirit, an independent company, to be included under the Varsity Plan, without being a Varsity Brand.

This is a big announcement for Universal Spirit as it is now included in the upper echelon of cheer and dance events included in the Varsity Plan. Adam Thomas, President of Universal Spirit, says, "Many of our customers have been asking us to find a way to work with Varsity in their Family Plan." After working through details of strategic alliance, once again Universal Spirit delivers. "Its simple...our loyal customers will now benefit from attending Universal Spirit events while accumulating Varsity Family Plan rebates, concurrently. This is the best of both worlds for our customers."

Universal Spirit is headquartered in Indian Trail, North Carolina. The company is finishing its 7th season and currently produces multiple cheerleading and dance championships, including the Spirit of Hope National Championship in Charlotte, NC. This event benefits the March Forth with Hope Foundation and Make-A-Wish Foundations. Other events offered by Universal Spirit include State Championships for teams in NC, SC, VA, WV, MD and DE.

For more information on this alliance, please call Adam Thomas of Universal Spirit at 1-866-872-2946 x223.