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**SOCCER SUPERSTAR CLAUDIO REYNA GIVES THE SHIRT OFF HIS BACK
TO THE NEW SPORTS MUSEUM OF AMERICA**

**Olympian and New York Red Bulls Captain to Lend World Cup Jerseys to First
All-Sports Museum**

(New York, NY) January 24, 2008 – Claudio Reyna, former U.S. Olympic soccer star and Captain of the New York Red Bulls, today lent more than a dozen World Cup traded jerseys along with the 2006 World Cup pennant from his personal collection for exhibition in the Soccer Galley at the new Sports Museum of America (SmA) located steps from the Statue of Liberty ferry in New York City. SmA is scheduled to open in May 2008.

Surrounded by avid young soccer fans from New York City and Westchester County, Reyna showed off his collection of jerseys traded by World Cup teams around the globe, a longstanding tradition in soccer. The legendary player also lent his childhood trophy for the Youth Trophy display in the Games People Play Gallery. The addition of his generous and valuable artifacts brings SmA's growing collection of memorabilia from every sport imaginable to nearly 800.

“It is an honor to be among the first athletes to be a part of the Sports Museum of America,” said Reyna. “Soccer is an enormously popular sport among children in the U.S. and to create a place where they can share the important moments in the history of their favorite sport, to see, for example, Mia Hamm’s National Team jersey or the 2006 World Cup pennant I traded with Italy, who went on to win the World Cup, will be an extraordinary experience.”

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“We’re very happy that Claudio will be loaning us some of his personal treasures that will excite and inspire our guests to learn more about the game of soccer, and all of sports,” said Philip Schwalb, Founder and CEO of the Sports Museum of America. “The international flavor of his collection underscores that the love of sports cuts across all nationalities, and we welcome his memorabilia as part of the first all-sports museum-experience. We know our visitors will be thrilled to see them.”

US Soccer, one of over 60 single-sport halls of fame, governing bodies, museums and other sports organizations across North America to partner with the SmA, was among the first ten organizations to join with SmA. As part of the partnership, US Soccer has agreed to lend artifacts and archival material pertaining to soccer as well as marketing support. In return, SmA lends financial and marketing support as well as a place in the Hall of Halls gallery.

About the Sports Museum of America

The Sports Museum of America (SmA) is the nation's first and only all-sports experience richly showcasing the history, grandeur and significance of sports in American culture. Created in exclusive partnership with over 50 single-sport Halls of Fame, National Governing Bodies and other sports organizations across North America, SmA features amazing state-of-the-art interactive technologies, dramatic original films and an iconic collection of sports memorabilia. SmA will also be home to the legendary Heisman Trophy (and annual televised presentation) and the Billie Jean King International Women's Sports Center, inclusive of the first hall of fame devoted exclusively to female athletes and coaches. Located in New York City at 26 Broadway (next to the "Charging Bull" and footsteps from the Statue of Liberty Ferry), the Sports Museum of America will open in May 2008. www.sportsmuseum.com

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