

## Terminal Velocity Processing joins USASF in supporting young athletes

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Memphis, TN – January 6, 2009 – The United States All Star Federation (USASF) and Terminal Velocity Processing (TVP) announced today a planned partnership to offer two important scholarships that will honor and support the needs of recognized athletes. The program includes several merit-based and need-based scholarships consisting of monetary aid to fund each recipient's training program at a gym and to support their continued pursuit of excellence within the all star cheerleading and dance community.

"TVP's scholarships provide an excellent example of how a corporate partner can build image with a community of young leaders by giving back. This program will resonate with a loyal consumer community that has always believed in community service," said Cindy Villarreal, President of Proformance Sports Marketing and Entertainment. The Student Scholarship program set to debut January 2009 will be open to all star candidates only. The program application requirements include an essay, report card or transcript, DVD, and a letter of recommendation. Finalists will be selected by an independent judging panel to interview at the 2009 Cheerleading and Dance Worlds this April in Orlando, where the final winners will be announced at the VIP Coaches Reception.

The TVP partnership comes at a prime time to help gyms and athletes stay involved in the program. "It is our constant dedication to the betterment of the all star industry that led us to partner with TVP, as they are well-recognized in professional sports for athlete development give-back campaigns," said Jim Chadwick, President of the USASF. "Through the generosity of TVP, we can now offer a wonderful opportunity to promising athletes and the member gyms that train these talented individuals. Our scholarship program will allow athletes to pursue their dreams and provide gyms a way to keep these talented individuals involved for the long-term." said Chadwick.

#### About TVP:

Specializing in cost-saving services for card-not-present mail order, telephone order and Internet merchants, TVP will also be a title sponsor of the Media Center and VIP Reception for the 2009 Cheerleading and Dance Worlds competition.

#### About USASF:

The USASF is the not-for-profit governing body for all star cheerleading and dance, which develops competition rules and all star gym training guidelines consistent with the latest best known safety, educational and ethical practices. The USASF operates and manages the annual Cheerleading and Dance Worlds.

#### About Proformance Sports Marketing and Entertainment:

Proformance (PSME) is a global and domestic sales agency specializing in strategic planning and development of cutting-edge intellectual properties and new business development with fully integrated, branded platforms. PSME services also include celebrity/talent representation, sports event site search and evaluation, brand market positioning, licensing and event management, with cohesive brand-consumer alignment.

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