SEATTLE SOUNDERS SOCCER CLUB
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FOR IMMEDIATE RELEASE
January 21, 1983

SOUNDERS ADD DIRECTOR OF PLANNING & MARKETING

The Seattle Sounders announced today that Hans Stierle, long-time developer of American soccer, has joined the franchise's front office as director of planning and marketing. Stierle's appointment brings a wealth of top management experience, plus a life-long commitment to soccer, to the Sounders organization.

Stierle's most recent involvement, prior to joining the Sounders this week, was with Active Markets, Inc., a Bellevue, Washington-based company. As head of the youth sports marketing division there, the Chicago native coordinated the development of the five-year plan of the National Federation of State High School Associations.

Within the framework of the NFSHSA plan, Stierle organized a program for 51 state associations, made up of 20,000 high schools, involving 12 million students. His monumentous achievements in this area will be invaluable to the Sounders as the organization moves forward into new areas.

"Hans has a very strong background in American soccer development, planning and marketing," says Sounders President and General Manager John Best. "We are pleased that he has joined us to be a contributor to the future success of the Sounders."

Beginning his professional background as a graphic designer and art director, Stierle later moved into the area of marketing and promotion. He established his own Los Angeles-based company in 1971; as president and managing partner of Arlt/Stierle/Design for five years, his company served such prestigious clients as

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Continental Airlines and Western Bancorporation.

Stierle's active re-emergence in the soccer community will be welcomed. In 1961 he formed a youth soccer program in Alhambra, California, and initiated the "everyone plays/balanced teams" concept. This philosophy became the basis of success of the American Youth Soccer Organization (AYSO) which he headed as president from its founding in 1964 through 1976. Today, AYSO membership exceeds 300,000 youth participants in 30 states.

Additionally, Stierle was instrumental in the development of Southern California semi-pro soccer, as well as handling responsibilities as the promoter of international soccer games at the Los Angeles Coliseum.

As guest of the Federal Republic of Germany, he was one of five American sports representatives who were invited to attend a three-week symposium in Bonn, Main, Munich and Berlin in 1977. The previous year Stierle was a panelist on President Ford's Commission on Olympic Sports.

Eight years of his boyhood were spent in Germany, where his love of the sport was firmly engrained. Stierle's long history in soccer as a player continued when he returned to the United States, playing for the Jr. Vikings in his home town, the Windy City, in the late 40s.

A knee injury brought his playing career to an abrupt halt in 1954, while player/coach for the 62nd AAA Batallion/7th Army and member of the U.S. Army All-Stars stationed in Germany.

Stierle and his wife, Christel, reside in Bellevue. Their elder son, Paul, is a songwriter and member of the New Christy Minstrels; and Kurt, a former LA Aztec, is a staff coach of the Hurricane Soccer Club in Southern California, where he is the instructor of players and coaches of 12 teams. The Stierle's daughter, Heidi, is a student at Bellevue Community College.

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