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**NFINITY SHOES ANNOUNCED AS TITLE SPONSOR OF VIRTUAL CHAMPIONSHIP CUP
The Maker of Specialized All-Star Shoes Partners with USASF for Fifth Consecutive Year**

Memphis, TN – January 24, 2008 – Nfinity announced today its exclusive sponsorship of the United States All Star Federation's (USASF), virtual championship series, the USASF-Nfinity Cup. Unlike any other competition, past or present, the virtual championship series allows teams from anywhere in the world to compete in a points race for the ultimate win.

"Nfinity has been a very loyal partner to the USASF organization. We believe in the brand and its commitment to make quality shoes designed for this market so it only makes sense to have them showcased around this exciting virtual promotion," said Jim Chadwick, President of the USASF "Nine out of ten teams that won Gold at the 2008 Cheer and Dance Worlds competition wore Nfinity shoes demonstrating the buying power around the USASF. This is a membership of influencers that are very loyal to our partner brands," said Chadwick.

The Nfinity sponsorship is a revolutionary step in the cheerleading industry in terms of digital technology as this is the first of its kind and exclusive virtual championship to be introduced to cheer and dance. Prior to the introduction of the USASF-Nfinity Cup, in the beginning of the 2006 season, teams on the West Coast had difficulty competing against teams on the East Coast due to their location. The USASF-Nfinity Cup offers an opportunity for participants to earn points by competing all season. All USASF Sanctioned Events are qualifiers to the Virtual Championship. Teams may compete across the United States through a points grid that uses real-time to calculate the true winner with the highest scores at events. The team with the highest point total of the season will win the USASF-Nfinity Cup, which the winning coach will receive along with a free trip to the 2009 Cheer and Dance Worlds in April. Viewed by many as the ultimate competition, teams are able to check their Nfinity Cup point total online at any time to see where their team ranks across the country and around the world. Unlike competitions, the USASF-Nfinity Cup is free to participants, all of which must be members to participate.

About the USASF

The USASF is made up of member companies and is the not-for-profit governing body of all star cheerleading and dance. In addition to operating and managing the annual Worlds competition, the USASF develops standardized rules and training guidelines for all star training gyms consistent with the latest and best known safety, educational and ethical practices.

About Nfinity

Nfinity is the official shoe of cheerleading. Often referred to as the Mercedes of cheerleading shoes, the Nfinity cheerleading shoe is specifically designed for spring floor routines. Constructed with mesh and super soft garment leather the shoe offers comfort and flexibility. The signature NRG (energy band) offers support when its needed most – while tumbling and stunting.

About Proformance Sports Marketing and Entertainment, LLC:

Proformance (PSME) is a sports marketing agency specializing in strategic planning and creative development of branded talent and cutting-edge intellectual properties providing fully integrated, branded platforms. PSME services also include celebrity/talent representation, brand management and market positioning, licensing and event management, sports event site -search and evaluation, research and measurements.

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