



NEWS RELEASE

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MEXICO TO KICK OFF THE HUGO SANCHEZ ERA WITH FIVE MATCHES IN ITS 2007 U.S. TOUR

LOS ANGELES (Wednesday, January 10, 2007) -The Federación Mexicana de Fútbol (FMF), together with Soccer United Marketing (SUM), today announced the Mexican National Team's 2007 U.S. Tour schedule, at a press conference in Los Angeles. Present at the announcement were FMF President Justino Compean, General Secretary Decio de Maria, FMF Director of National Teams Guillermo Cantu and SUM Vice President Nelson Rodríguez.

As in previous tours, the Mexican National Team, under new coach and soccer legend Hugo Sanchez, will play five games. The dates are February 28, March 28, August 22, September 12 and October 17, 2007. Mexico will also face the United States on February 7 in Phoenix, Arizona, a match organized by the U.S. Soccer Federation.

In its three previous editions, the Mexican National Team tour has seen half a million fans attend its matches, averaging 40,000 fans at stadiums across the country. Some sites that have previously hosted the Mexico include The Home Depot Center and the Los Angeles Coliseum in Southern California, Soldier Field in Chicago and Reliant Stadium in Houston. The Rose Bowl in Pasadena, CA, played host to nearly 60,000 fans that gathered on May 5, 2006 to send off the national team prior to its departure to Germany for the 2006 FIFA World Cup.

The Mexican National team's U.S. tour not only allows its U.S.-based fans to witness their nation's matches first hand, but allows the team to play top class opponents while strengthening its player pool and preparing for major international tournaments. The 2007 tour will assist in Mexico's preparation for this summer's marquee CONCACAF Gold Cup and its South American equivalent, Copa America.

Since the 2004 tour, Mexico has won eight and tied four of the 15 tour matches, and has suffered a loss in each year's tour (vs. USA on Apr. 28, 2004, 0-1; vs. Bulgaria on Nov. 16, 2005, 0-3; vs. Korea Republic on Feb. 15, 2006, 0-1).

Mexico's 2007 U.S. tour sponsors - Allstate, Budweiser, Chase, Cingular, Coca-Cola, Cuervo, Makita, NAPA, Tylenol and Visa - will again make the national team's matches an all-day event, with its participation in Futbol Fiesta, a fan interactive zone that spans more than 100,000 square feet at every game that includes live music and thousands of promotional items.

Mexican National Team - 2007 U.S. Tour Schedule

Date	Opponent	City	Stadium
Feb. 28	Venezuela	San Diego, CA	Qualcomm Stadium
Mar. 28	Ecuador	Oakland, CA	McAfee Coliseum
Aug. 22	TBD	TBD	TBD
Sept. 12	TBD	TBD	TBD
Oct. 17	TBD	TBD	TBD

Mexican National Team - 2006 U.S. Tour Results

Date	Opponent	City	Stadium	Score
Jan. 25	Norway Attendance 44,729	San Francisco, CA	Monster Park	2-1
Feb. 15	Korea Rep. 64,128	Los Angeles, CA	L.A. Coliseum	0-1
March 1	Ghana 19,531	Dallas, TX	Pizza Hut Park	1-0
March 29	Paraguay 46,510	Chicago, IL	Soldier Field	2-1
May 5	Venezuela 58,127	Pasadena, CA	Rose Bowl	1-0

About Soccer United Marketing

Founded in 2002, Soccer United Marketing (SUM) is the preeminent commercial soccer company in the United States. SUM holds the exclusive rights to the most important soccer properties in the nation, including: all commercial rights to Major League Soccer; the United States Soccer Federation and all men's and women's national teams; promotional and marketing rights to Mexican National Team games on U.S. soil; and marketing, promotional and broadcast rights to the prestigious eight-team Mexican club tournament - InterLiga™. SUM managed the highly successful FC Barcelona USA Tour 2006, the marketing and promotion of the CONCACAF Gold Cup™, the region's premier soccer tournament for national teams, and the Real Madrid American Tour in July 2005. This extensive list of holdings is represented by SUM's slogan: One Sport. One Company. www.SUMworld.com