



PRESS RELEASE

FOR IMMEDIATE RELEASE:

Copa Cabana Beach Soccer names Little Feet its official ball; Little Feet to debut new beach soccer ball

NEWPORT BEACH, CA (March 1, 2010) – Copa Cabana Beach Soccer this week announced a partnership naming Little Feet as the official ball of their 2010 and 2011 tournaments. This year Copa Cabana will host seven beach soccer tournaments in southern California, one in Las Vegas, and one in Panama City, Florida. Registration is open to youth and adult players in male, female, and co-ed divisions.

Little Feet is eager to debut its new beach soccer ball at the Youth/Adult/ProAm Pali Blues College Cup tournament in Santa Monica on March 13th. Constructed of a 4-ply PU cover and an inner lining of foam, the ball provides the soft, cushioned response required for barefoot match play.

Operating on a one-for-one business model since 2006, Little Feet will continue to donate a ball to a disadvantaged child for each soccer ball sold at the tournaments and on its website. Balls donated before the June 2010 World Cup will be sent with Little Feet on their South African World Cup campaign. After the World Cup campaign, the balls sold at the tournaments will be donated to Copa Cabana's outreach program, which organizes club teams for disadvantaged inner-city children in southern California.

About Little Feet

Little Feet is a social enterprise that gives underprivileged children the chance to play “the Beautiful Game” by providing them with new, high-quality soccer balls. Founded upon the “one for one” model, it donates a ball to a needy child for each one sold. Headquartered in Newport Beach, California, it has shared its passion for soccer with disadvantaged children and schools around the world since its inception in March 2006.

Little Feet Media Contact

Joseph Samaha
(203)947-2672
joe@littlefeet.com

###