



SFC USA INC Announces Two Time Super Bowl Champ To Lead Pro Sports Division.

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Finding the perfect person to step in and seamlessly integrate into a company is always a challenge. However, to have the added benefit of a professional such as Mike Cofer to join SFC's team is exciting.

PR9.NET February 25, 2008 - LAS VEGAS, Nevada – SFC USA, a 38 year old custom athletic uniform manufacturer, announced today the addition of Mike Cofer, seven year NFL Veteran and two time Super Bowl Champion, to lead their Professional Sports Division.

While Mr. Cofer is widely known for his skills on the field, he has also had many accomplishments off the field. In the early 90's, he founded Cofer Performance Racing, a professional motorsports team participating in NASCAR Touring and American Speed Association Events. You may have heard him on KKLZ radio as a guest talent for the "Monday Morning Race Refresher" on the Kahuna and Company morning show.

"We are excited to have Mike Cofer joining the SFC team," states Jeff Newman, SFC's CEO. "His knowledge of sports from both sides of the field is an enormous asset. Professional sports teams are a crucial part of our company and building a good relationship with all of our clients is a priority to us. It was important to find the right person to assume the responsibilities of working with our pro teams," says Jeff Newman. "The qualities and experience that Mike Cofer brings to SFC's Pro Sports Division made him a great choice," states Tim Reichert, SFC's Senior Vice-President.

MIKE COFER CAN BE REACHED AT 1-888-860-1500. mikecofer@sfcusa.com

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About SFC USA INC

SFC USA INC is a 38 year old manufacturer of corporate and custom athletic uniforms, offering 1 day screen printing, 3 day embroidery and 10 day custom uniforms. A wholesale manufacturer servicing dealers, professional sports teams, hotel and hospitality industries as well as marketing and promotional firms.

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