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## **JAM Gets Injection of Power!** **Another Powerful Addition to The JAM Brands...** **Power Consulting-Choreography-Camps!**

'Power' is one of the greatest words in the English language...a word meaning strength, force, momentum, energy and intensity. In the cheer and dance world, 'power' means even more as it relates to performance, development, teamwork and success.

What does 'power' mean to The JAM Brands? It stands for a strategic move that will substantially strengthen its overall array of products and services it offers cheer and dance teams. The JAM Brands excitedly welcomes its newest partner and team member, **Power Consulting-Choreography-Camps**.

Power injects a whole new level of strength into The JAM Brands as a provider of a variety of spirit industry products and services including its most popular ones, Power Choreography and Power Camps. Other Power products include Power Tumble Camps, Power Consulting, Power Coaching Camps and Power Vibrations Music Production.

"With a foundation based on quality, loyalty, and creativity...Power is a perfect fit both strategically and philosophically with The JAM Brands and what they stand for within the cheer and dance industry," says Ryan Maag, President and Founder of Power. "We are EXACTLY where we want to be. I believe in Power, I believe in The JAM Brands, and I believe in the value of our product and its impact on our industry today. This industry is evolving everyday, and I am excited for the opportunity to grow with The JAM Brands team. Over the past several years, Power has prided itself on NEUTRALITY within the industry, and we will NOT lose that focus as we grow."

Aaron Flaker, President of The JAM Brands, says, "Power is totally representative of The JAM Brands as a whole. This is a relatively young company founded on innovative ideas and edgy, creative ways of delivering top-notch services. It has created a completely unique niche in cheer and dance by simply providing things that are needed and wanted by coaches across the country. We LOVE aligning ourselves with people and companies who are successful because of their ability to think outside the box and willingness to work hard to make sure their ideas and dreams become a reality. Power truly represents this mentality and is a perfect fit for The JAM Brands."

The Power corporate headquarters will remain in Pittsburgh, Pennsylvania under the powerful leadership of Ryan Maag and his brother, Cullen Maag. Ryan founded Power in 2001 originally as a consulting firm providing not only routine consulting for cheer and dance teams, but also business consulting for those gyms seeking advice in areas such as competition selection, hiring of coaches, overall gym management, fundraising programs and more. Ryan and Power developed an instant reputation for giving ultimate customer service and delivering powerful answers to teams and gyms across the U.S. Customers began reaching out to Power to provide them with more services including camps, choreography, music and more. As a result, Power was able to springboard to even bigger and better opportunities.

"The JAM Brands recognizes the ever growing importance of skill development in our industry," says Dan Kessler, Vice President of The JAM Brands. "Teams are always looking for quality outlets to improve their skills. Over the last several years, Power has proven their great ability to teach and choreograph the most innovative skills and routines for all levels."



One of the biggest factors leading to Power's success is Maag's development of the 'Power Formula', an error proof system for creating competitive cheer and dance routines. The 'Power Formula', which was initially developed through a massive research process of various companies' scoring systems, has been used as a tool for helping coaches maximize the all-important score sheet. The Power Choreography staff is specially trained to choreograph using the 'Power Formula'. Power is so confident in its process of providing choreography based on the 'Power Formula' that it even guarantees placement in Finals at ANY competition or 100% of your money back.

Kessler adds, "These guys are complete scoring junkies! Not only does Power carefully analyze the different score sheets, they also pay close attention to the styles and trends that are coming onto the spirit scene each year. This focus and their extreme willingness to keep a total pulse on the industry is what allows Power to create and provide on the level that they do."

"We have proven, time and time again, that our choreography and camp staff instruction is untouchable. With over 2,500 national titles and over 40 top 10 Worlds placements, a Power routine is simply that...POWERFUL," states Ryan Maag.

The JAM Brands, Inc. is headquartered in Louisville, Kentucky, and is owned by Aaron Flaker, Emmitt Tyler and Dan Kessler. Its signature and original competition brand, **JAMfest**, is in its 13<sup>th</sup> season and currently produces nearly 70 cheer and dance competitions across the U.S., including a highly successful new competition product called **LIVE!** The JAM Brands is also partnered with the **Golden State Spirit Association** and its **GSSA 1 Spirit** Championship Series, a western U.S. brand, the **Great Lakes Championship Company**, which primarily serves the Great Lakes region and **The Coastal Corporation**, which largely produces events in the Atlantic and Northeast regions. In 2008, The JAM Brands has added several other very large companies to its mix including **America's Best**, a championship company that produces events nationally, and **Spirit Innovations**, a major player and trend-setting brand in the cheer and dance uniform market. The most recent announcement included the addition of **COA**, one of the largest championship event producers and camp providers in the entire U.S. Other subsidiaries of The JAM Brands include **JAMcamps** and **JAMwear**, a merchandising arm for many of The JAM Brands companies.

Cullen Maag, Vice President of Power, states, "I believe that *timing is everything*. Whether you are a last-pass tumbler, a coach about to make some noise in a Worlds division or an established industry leader, you have to know when to take a chance, stand behind your decision and let your talents SHINE! This is what we believe at Power, and we are taking the next steps in order to solidify our place in the cheer and dance industry. The JAM Brands collectively ARE the future, and I am proud that Power is now an integral part of the overall brand's future success."

Emmitt Tyler, Vice President of The JAM Brands says, "Power is another fine example of The JAM Brands aligning itself with THE BEST in the industry. Our ultimate goal is to be in a position to provide the cheer and dance world with all things spirit related. And in doing so, gain the full trust and respect of coaches, cheerleaders and dancers as a high quality, reputable, and positive collection of brands."

For more information on this powerful partnership, please call **Aaron Flaker** of The JAM Brands at 1-866-611-2JAM or **Ryan Maag** of Power at 1-800-553-3783.

