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February 12, 2003 -- From the International Youth Soccer Training News Center – IYST News

IYST and Mental Edge International (MEI) have teamed up to provide advanced mental training programs as part of the overall conditioning of our soccer players.

IYST, February 12, 2003 - IYST has teamed up with the Mental Edge International (MEI) to deliver the most advanced mental training program in the country. MEI, located in San Francisco and headed by President, Jeff Greenwald, M.A., who holds a Master's Degree in clinical and sports psychology, is also ranked #1 in the world and U.S. by the ITF on the men's 35 Tennis Tour (2002), offers a mental training curriculum that is designed to help competitive soccer players improve their focus on demand, compete without fear, and find the confidence to stay loose under pressure.

"To perform at our best under pressure, focus, set goals, and know deeply that we have what it takes to reach our potential requires a special state of mind, which must be trained. Given the enormous pressure to win, the constant distractions on the field--the coaches, the fans, teammates, and the fear of losing--finding our own personal "zone" has become critical to achieving peak performance."

--Jeff Greenwald, M.A., President, Mental Edge International

For more information you can visit Jeff's website at www.mentaledge.net or email him with any questions at jgedge@attglobal.net; you can also call us at call 415-563-7621.

ABOUT International Youth Soccer Training (IYST)

IYST is a soccer organization that utilizes professional coaches; both domestic and international, to support the long-term growth of soccer players through specially designed clinics. We continuously strive to have a positive impact on your local soccer community. IYST empowers and prepares our players to have a positive outlook in their lives, whether it's on or off the soccer field. As an organization, IYST understands the importance of developing the necessary physical skills to compete at the highest level. IYST also understands the mental aspects of the sport, such as self-assurance, self-confidence, self-importance, self-esteem, and good work ethic. These are key attributes of great soccer players of our times.

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ABOUT Mental Edge International (MEI)

The Mental Edge System (MES) is known for its practical and highly personal approach and is built upon 25 years of direct experience in sports. This program teaches athletes how to duplicate the qualities found in the "zone" during competition. **MES** takes individuals through four phases of training: Awareness building, education, action and

accountability. In the final phase, individuals will begin to embrace pressure, have the ability to reduce muscle tension on demand, develop perspective under stressful conditions, and will have a written road map for their short and long-term goals with built-in accountability with one of our highly experienced staff consultants.

Awareness + Education + Action + Accountability = Improved Performance

www.mentaledge.net