



## **Coveroo Partners with Major League Soccer to Bring Fans Personalized Cases**

**San Francisco, CA, December 1, 2014**, Major League Soccer (MLS) has partnered with customization expert Coveroo, Inc. to bring fans the opportunity to showcase logos and artwork from their favorite MLS teams on their cellphone cases or other mobile devices. The agreement comes in conjunction with the recently announced rebrand of the league as it prepares to enter a new era with the kick-off of their 20<sup>th</sup> season in 2015. The deal includes all 20 MLS teams, including New York City FC and Orlando City SC who will begin play next year.

Coveroo is a software platform which strives to build brands big and small through customized products. To create the perfect product, MLS fans will be able to use Coveroo's proprietary HighColor™ printing and laser etching process to customize personal electronic devices with a high-quality design that won't fade, rub off or peel.

"The growth in soccer fandom is the fastest of any sport in the United States and we are excited to announce this partnership with Major League Soccer," explained Chris Boone, Coveroo's CEO. "The addition of the MLS brand gives fans the perfect opportunity to demonstrate their devotion to their favorite team."

Coveroo has a strong track record of working with major brands to offer a vast array of products and designs while also responding to customers' needs and distributing crowd-sourced contributions via independent designers. Coveroo offers some of the most popular, officially licensed content while also giving consumers the flexibility to create extremely personalized end products with custom text, colors and patterns.

### **About Coveroo**

Coveroo is the best way to design and create customized products online. Coveroo inspires people to design personalized, one-of-a-kind products that align messaging with imagination. The company's patented customization platform lets users build a closer affinity with the world's biggest brands, such as NCAA, Major League Baseball, National Hockey League and DC Comics. Dedicated to product quality and self-expression, Coveroo was founded in San Francisco in 2008. For more log on to [Coveroo.com](http://Coveroo.com).

### **About Major League Soccer**

Headquartered in New York City, Major League Soccer is the top-flight professional soccer league in the United States and Canada. MLS features many stars from the U.S., Canada, and around the world. For more information about MLS, visit [www.MLSsoccer.com](http://www.MLSsoccer.com).

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