

Small Cap – Emerging Growth
Industry – Sports Marketing

Symbol: **SDSD**

San Diego Soccer Development Corporation, Inc.

SECURITIES RESEARCH REPORT

Financial Highlights		Revenue by Year	
Market Cap:	\$24 Million	Fiscal Year Ends:	December
Shares Out:	8.5 Million	Average Daily Volume:	10,000
Est. Market Float:	2.5 Million	Recent Price:	\$3.00-\$3.25
		1998:	\$ 300,000
		1999:	\$ 450,000
		2000 (Est.):	\$ 1,500,000
		2001 (Est.):	\$ 3,000,000

Investment Summary

- The San Diego Soccer Development Corp. (SDSDC) is a San Diego-based company that promotes and develops professional soccer in the United States. Its holdings include the San Diego Flash, an A-League team, which has won consecutive division championships, and the recently acquired Riverside County Elite Soccer Club, a D-3 League team.
- Soccer is still a fairly new sport in the United States compared to the rest of the world. Soccer has recently completed the evolutionary phase and is steadily rising in the American sports consciousness. The City of San Diego, with its diverse population, has been a strong part of that development and promises to be a main component in its future.
- SDSDC will take advantage of the many avenues available to market the team locally. Generating income will come from several different areas: Ticket sales, Merchandise sales, Corporate Sponsorship, Concessions, Soccer Camps, Television, and Radio.
- Included in the company's future are plans to build a soccer-specific stadium in San Diego. The complex would generate additional revenues through naming rights and other soccer and non-soccer uses (i.e. adult leagues, music concerts).
- The company and its partners have submitted an application to the World Indoor Soccer League, to bring an indoor team to San Diego. SDSDC has secured a 2 - year lease agreement with the San Diego Sports Arena to play their home games. The indoor team would commence play in 2001. The indoor franchise would generate additional revenues for the company.
- SDSDC's management team members have strong credentials including previous soccer franchise acquisitions and management of more than 10 million in investment vehicles in the US equity market.

Company Information	Officers:
Headquarters: 2123 Garnet Ave. Suite B San Diego, CA 92109	Yan Skwara: President, CEO and Director
Telephone: 619.581.2120	Sarkis Kaloustian: Chairman, VP and GM
Fax: 619.581.9419	Trisha Bollman: Partner and Corp. Secretary
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	Christopher M Payne, COO and Director

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