



PRESS RELEASE

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Arizona Caliente Join Women's Professional Football League (WPFL)

The Arizona Caliente women's full-tackle football team announced today that they have joined the Women's Professional Football League (WPFL) for the Fall 2003 season. The WPFL will kick-off their 4th full season August 2nd, 2003 and is slated to have over 20 teams nationwide.

"On behalf of the myself and the WPFL, we are proud to have the Arizona Caliente as a new member of the Women's Professional Football League. We look forward to the Caliente helping us raise the bar on the level of play in women's football." said WPFL Executive Director Robin Howington.

When asked about the decision to sign with the WPFL, Caliente General Manager Jennifer Cada said, "We researched the existing leagues very carefully, and the WPFL was our best fit. The WPFL has been through some major restructuring in the past few years, and has pulled together not only a sound, structured marketing plan, but has signed some very strong teams for 2003."

This will be the Arizona Caliente's 3rd season, currently boasting an impressive 15-5 overall record and holding title as 2002 WAFC South Pacific Division Champions. The WPFL had been in contact with the team during their past two seasons, but it was with the league's aggressive recruiting of other established teams in the Southwestern region that the Caliente decided the timing was now right to join. The Caliente look forward to some great on-field competition and are not only excited to be a part of the WPFL but are extremely hopeful for the future of women's football as a whole.

"We (the Caliente) have always been about trying to play the best football we can," said Caliente Head Coach Gerry Turley, "and that means playing the best teams we can too. We've got our eye set on three time WPFL Champions the Houston Energy, but we know we need to take each game and each team one at a time because women's football has really come a long way in the last few years, and there are some other teams out there that are truly coming into their own."

The Caliente were disappointed when they were unable to play scheduled spring exhibition games against their last two seasons' rivals the California Quake and the Sacramento Sirens, both teams joined a spring league that denied the exhibition games be allowed to be played, but were excited that joining the WPFL reunited them with many players and teams from the Caliente's 1st year when they played in the now debunk WAFL; like the San Diego SunFire and Minnesota Vixen.

As for the future of the WPFL, Howington noted, "Some of the goals of the WPFL are to expand media avenues, look for national television coverage and secure national sponsors. We understand that this exposure takes time and we are very aggressively pursuing all avenues to assist in the growth of women's football."

Release of the Arizona Caliente Fall 2003 schedule is scheduled for June 14th, 2003. For additional information on the Arizona Caliente please call 602-679-3960 or visit their web site at: www.ArizonaCaliente.com and for the WPFL please call 713-926-7677 or visit their web site at: www.WomensProFootball.com

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