



COACHCOMM TO PROVIDE THE ALLIANCE OF AMERICAN FOOTBALL WITH GAME-CRITICAL SIDELINE COMMUNICATIONS SYSTEM

The Alliance Coaching Staffs Will Be Equipped with the CoachComm X-System During Inaugural Season

AUBURN, AL – February 7, 2019 – CoachComm LLC, the leading provider of coaching football headsets, practice systems, and sound management solutions, today announced a partnership with The Alliance of American Football. CoachComm will equip coaches of all eight teams with its [CoachComm X-System™](#) enhancing critical gameday sideline communications for the newest professional football league beginning with its first snap on February 9, 2019.

“We are extremely pleased to partner with The Alliance ahead of its inaugural season and provide the league with best-in-class sideline communications technology,” said Peter Amos, President, CoachComm. “CoachComm will work closely with The Alliance to ensure the best in gameday communications for the teams and their staffs. We are not only committed to providing The Alliance with exceptional coaching communications, but also delivering incredible service and support for the systems.”

The Alliance has assembled an experienced group of Super Bowl and National Championship winning coaches to lead their respective teams, including Steve Spurrier, Rick Neuheisel, Dennis Erickson, Mike Martz, Mike Singletary, Tim Lewis, Kevin Coyle and Mike Riley. CoachComm has worked closely with The Alliance to deliver the X-System and completed staff training in anticipation of a historic first snap.

“CoachComm came highly referred to us because of their reputation as the premier coaching communications system in the football market,” said Steve Champlin, director of operations, The Alliance. “We are committed to providing fans with high quality football, and sound sideline communication is critical to delivering that. We’ve had positive feedback from our coaching staffs and look forward to implementing the latest technology this season.”

The Alliance will play a 12-week season, including two playoff rounds and concluding with The Alliance Championship on April 27, 2019, at Sam Boyd Stadium in Las Vegas. To learn more visit [coachcomm.com](#) or [aaf.com](#).

About CoachComm

CoachComm, LLC is the leading supplier of advanced communication technologies for the professional intercom industry, including the revolutionary Tempest wireless intercom system. Developing headset communication technologies that are dependable, durable, and easy-to-use has made CoachComm the established leader in critical communication solutions, not only to athletic programs, but also to broadcasters, theaters, and live production worldwide. For on-field sports communication, CoachComm is the leading coaching headset system provider for 97% of Division 1-A colleges and thousands of high school and college programs throughout the United States. CoachComm has earned and secured its position as an innovator by developing cutting-edge communication and practice solutions for customers that demand the ultimate competitive edge. CoachComm is based in Auburn, Alabama, USA, and was founded in 1991 by Peter Amos. For more information, visit [www.coachcomm.com](#).

About The Alliance of American Football

Led by some of the most respected football minds in the game, The Alliance of American Football is top-flight professional football fueled by an unprecedented Alliance between players, fans and the game. Founded by TV and film producer Charlie Ebersol and Hall of Famer Bill Polian, The Alliance features eight teams with 52-player rosters playing a [10-week regular season schedule](#) beginning February 9, 2019 on CBS, followed by two playoff rounds and culminating with the Alliance Championship game at Sam Boyd Stadium in Las Vegas on April 27, 2019. Additional broadcast and distribution partners include Turner Sports -- TNT and B/R Live -- as well as the NFL Network. Fans can stream key Alliance matchups live via the free Alliance app while accessing integrated gaming options. With a focus on player well-being on and off the field, The Alliance provides players with a commitment to safety and state-of-the-art equipment as well as a comprehensive bonus system, post-football career planning, financial counseling and scholarship support for postsecondary education. For more information, visit <https://aaf.com/>.

The eight cities, stadiums and head coaches are as follows:

- Orlando Apollos / Spectrum Stadium / Steve Spurrier
- Atlanta Legends / Georgia State Stadium / Kevin Coyle
- Memphis Express / Liberty Bowl Memorial Stadium / Mike Singletary
- Salt Lake Stallions / Rice-Eccles Stadium / Dennis Erickson
- Arizona Hotshots / Sun Devil Stadium / Rick Neuheisel
- San Diego Fleet / San Diego County Credit Union Stadium / Mike Martz
- Birmingham Iron / Legion Field Stadium / Tim Lewis
- San Antonio Commanders / Alamodome / Mike Riley

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