



Media Guide

2014 APERTURA



CLUB DEPORTIVO
MONTAÑALES DE

Casas
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CORPORATE INFORMATION

TEAM NAME:

Club Tijuana Xoloitzcuintles de Caliente

FOUNDED:

January 2007

TÍTULOS:

Liga de Ascenso Apertura 2010
Final de Ascenso 2011
Apertura 2012 – Liga MX

UNIFORM:

BRAND:

Nike

LOCAL:

Red jersey, black shorts and red socks

AWAY:

Black jersey, White shorts, black, red or White socks.

OFFICIAL SPONSORS:

Caliente®, Tecate, Volaris, Telcel, Carl's Jr., ABC, Calimax, UETA Duty Free, Boing.

OFFICES:

Paseo del Centenario #9211, local 3 módulo 6, Zona Río Tijuana C.P. 22320, Tijuana, Baja California, México. Tel: +52 (664) 647-4786

ESTADIO CALIENTE:

Bld. Agua Caliente #12027, Col. Hipódromo, C.P.22420, Tijuana, Baja California, México.

OFFICIAL WEB PAGE:

www.xolos.com.mx

SOCIAL MEDIA:

ESPAÑOL:

FACEBOOK: /Xoloitzcuintles

TWITTER: @XolosOficial

YOUTUBE: XoloTV

INSTAGRAM: /XolosOficial

INGLÉS:

FACEBOOK: /Xoloitzcuintles-eng

TWITTER: @Xolosofficial

YOUTUBE: XoloTV

INSTAGRAM: /XolosOficial



CLUB TIJUANA XOLOITZCUINTLES DE CALIENTE WE'VE ARRIVED AND WE'RE HERE TO STAY!!!!

Club Tijuana Xoloitzcuintles de Caliente is here to stay. This professional soccer team has a rich history filled with memorable anecdotes that make it an interesting story within Mexican soccer.

Club Tijuana Xoloitzcuintles de Caliente was founded in 2007 and five years later, the hairless Pre-Hispanic dogs became champions of Mexico's top circuit after an unprecedented run during the 2012 Apertura. The Xoloitzcuintles under coach Antonio Mohamed beat CD Toluca in the LIGA MX championship Final with a 4-1 aggregate score to become the youngest franchise to win a Mexican title after three tournaments removed from its promotion to the First Division.

Club Tijuana needed a 2-1 win at home in the first leg of the home-and-home series and a 2-0 win in Toluca to seal the Club's first Liga MX championship. The Xoloitzcuintles reached this milestone after spending only three tournaments in the country's top league.

And it did it with style, finishing the regular season tournament as the No. 2 seed behind Toluca, with both teams earning 34 points but

Toluca having the tiebreaker with a better goal difference. Club Tijuana finished as one of the best defenses in the league while going unbeaten at Estadio Caliente, a streak that included a 17-match unbeaten streak.

The successful outing in the regular season earned the Xoloitzcuintles a direct slot into the 2013 Copa Libertadores, South America's prestigious tournament. It also helped Club Tijuana land a spot in the 2013-2014 CONCACAF Champions League, a tournament contested by teams from North and Central America and the Caribbean. It was a 2012 Apertura to remember and one that will stand out in Xoloitzcuintles history.

And the history continued with the Copa Libertadores in 2013 under coach Antonio Mohamed. The Xoloitzcuintles participated in the South American tournament, broadcasted in more than 150 countries for the first time in its short history. Club Tijuana didn't disappoint, making it to the knockout rounds with a second place finish in Group 5 with 13 points. The Xoloitzcuintles made more history during the group stage with wins against Millonarios of Colombia, San Jose de Oruro of Bolivia and



Corinthians of Brazil, moving on to the Round of 16. The success continued as Club Tijuana beat Palmeiras of Brazil with a 2-1 aggregate score to reach the quarterfinals. It was there where the magical journey ended with a 3-3 tie on aggregate against eventual champion Atletico Mineiro. The Brazilians won the quarterfinals series with the 2-1 away goal tiebreaker advantage.

The international success continued with the 2013-2014 CONCACAF Champions League tournament. Club Tijuana made its debut in this tournament with a scoreless draw against L.A. Firpo of El Salvador Aug. 6, 2013. The first win in this competition came 14 days later when the Xoloitzcuintles beat C.D. Victoria of Honduras 3-2. The Xoloitzcuintles went on to win Group 7 with 10 points, qualifying to the quarterfinals home-and-home series under coach Jorge Almirón. Club Tijuana would be matched up against Major League Soccer's Los Angeles Galaxy in that round but this time under the tutelage of Venezuelan coach Cesar Farias.

The Xoloitzcuintles went on to beat the Galaxy with a 4-3 aggregate score in an exciting home-

and-home series. The Galaxy beat Club Tijuana 1-0 in the first leg in Los Angeles March 12, 2014. But the Xoloitzcuintles answered back with a 4-2 win at Estadio Caliente to move on to the semifinals.

Club Tijuana came a goal from reaching the CONCACAF Champions League final. Cruz Azul eliminated Farias' team with a 2-1 aggregate score. The Xoloitzcuintles beat the Mexico City team 1-0 in the first leg at Estadio Caliente. Cruz Azul held on to a 2-0 lead in the second leg despite Club Tijuana pressuring and sending a barrage of shots late in the match. Another important chapter in the team's history concluded.

Playing in these international competitions would be as important as the work done at home. That includes earning a promotion from the Liga de Ascenso or Second Division in 2011 will also stand out. The team reached the First Division in May of 2011 under a plan heads by Club President Jorgealberto Hank Inzunza and Vice President Gog Murguía who plan to keep Tijuana as a First Division city.

From the beginning, the Club Tijuana project was created with a solid base. Proof to that beginning is the construction of Estadio Caliente and the creation of a youth soccer system. The team began function as a club at the community sports complex known as the CREA de Tijuana.

The youth clubs have shown encouraging growth within Xoloitzcuintles territory as they compete in the Under-13, U-17 and U-20 national tournaments as well as the Third Division. The Club Tijuana youth clubs also have international experience as they have competed in events such as the "2011 Future Champions of Belo Horizonte Brazil," and a tour through Argentina that same year. The Under-17 team went on to win the Future Champions tournament in South Africa in 2013, beating some of the top club reserve teams in the world. The Under-17 team reached the semifinals in 2014, repeating another standout showing in that tournament. These tournaments are part of the work that will bring us the Xoloitzcuintles of the future.

The opening of the Centro de Iniciacion Xoloitzcuintles, known as the CIX, has become a significant accomplishment for Club Tijuana. The youth soccer school counts with more than 500 students. That helped motivate the club to open other academies in the region including one in Rosarito, Ensenada and in California (Chula Vista, Temecula and Ventura). The academies in the United States have more than 300 enrolled kids competing in some of the country's top leagues.

Another pillar in the Club Tijuana project is the National School of Head Coaches Xoloitzcuintles Campus, which has generated a good number of new coaches that have a shot at having a career within Mexican soccer.

THE PROMOTION

The Xoloitzcuintles earned its first championship in the 2010 Apertura tournament of the Liga de Ascenso. Club Tijuana beat Tiburones Rojos de Veracruz in the tournament final with a 3-0 aggregate score. Mauro Gerk, Javier Gandolfi and

Raul Enriquez scored for the Xoloitzcuintles. Enriquez' goal came at Estadio Caliente.

Club Tijuana reached the Final of the 2011 Clausura the following tournament, looking for an automatic berth and promotion into the First Division. But the Xoloitzcuintles lost to Irapuato 2-1, forcing the club to play in a promotional playoff between both teams. The Xoloitzcuintles went on to beat Irapuato under coach Joaquin del Olmo.

The Xoloitzcuintles learned that things would not be easy while spending nine tournaments in the Ascenso Division (Mexico's Second Division). The team spent six postseasons vying for a slot in Mexico's top flight league until the team reached that objective on May 21 of 2011, one of Club Tijuana's more memorable dates. Mexican-American Joe Corona, a youth system product, and Argentine-born striker Mauro Gerk both scored for the Xoloitzcuintles in that match at Estadio Caliente in front of an always loyal crowd.

SOLIDARTY AND AUTHORITY IN THE FIRST DIVISION

The 2012 Apertura title is a memorable accomplishment for Club Tijuana but there were others in its short existence in the First Division. The team completed a memorable 2012 Clausura tournament in which it reached important goals. That helped keep the team on track to achieve excellence as it assimilated to the First Division, a fundamental goal to the project.

The team's history in the First Division has been a road filled with unique anecdotes that mark the Xoloitzcuintles sentiment. The team played in its initial First Division match June 23, 2011 against Monarcas Morelia at Estadio Caliente. Joe Corona scored the team's first goal for the Xoloitzcuintles as members of the First Division.

The numbers and statistics are clear. Results have been positive after the club's first year in the top-flight league. The team avoided relegation after only 29 games in the First

Division under coach Antonio Mohamed. That goal was reached on March 24, 2012 in a Week 12 match of the 2012 Clausura against Atlas de Guadalajara.

The Xoloitzcuintles agenda now includes trying to keep growing as an institution and become a powerhouse team within the league.

A YOUNG FRONT OFFICE WITH A VISION

Jorgealberto Hank Inzunza y Gog Alberto Murguía Fernández are the team's presidency, making it one of the youngest front office in soccer. Even after obtaining championships and reaching the playoffs, the team's front office remains true to its philosophy, taking it step-by-step. It is the same essential philosophy that has helped it become a solid team and earned respect within Mexican soccer.

INTERNATIONAL TITLES

Direct qualification to the 2013 Copa Libertadores as "Mexico 2."

Qualified to the 2013-2014 CONCACAF Champions League tournament.

The Xoloitzcuintles has also become well-known at an international level thanks to its participation in the 2013 Copa Libertadores and 2013-2014 CONCACAF Champions League. But it has also become a popular commodity in the United States, particularly in the Southwest.

The team from Tijuana has four San Diego Clasico titles, an annual match played in California.

The first San Diego Clasico win came March 2, 2011 after beating Major League Soccer's Los Angeles Galaxy in penalty kicks (4-3) after playing to a 2-2 draw in regulation at University of San Diego's Torero Stadium.

Club Tijuana repeated as champion February 22, 2012 after beating Chivas USA 5-2, also at Torero Stadium.

The Xoloitzcuintles faced Club America in its third San Diego Clasico, this time playing to a 1-1 draw

at Qualcomm Stadium in San Diego.

Club Tijuana went on to win a fourth San Diego Clasico July 6, 2013 with a 5-2 victory against Club America who was coming off a 2013 Clausura title. This time, the Xoloitzcuintles beat Las Aguilas at Major League Baseball stadium Petco Park in front of more than 29,000 people.

The Xoloitzcuintles also went on to play in the first Los Angeles Clasico Dec. 28, 2013 at the Stub Hub Center in Carson, Calif. where it overcame a first half deficit to tie 3-3 with Club America.

Club Tijuana has also played outside of California as it played in the Battle of Champions against Santos Laguna in a friendly in San Antonio, Texas in October 2013.

And the story continues. The Xoloitzcuintles want to write the next chapter through professional soccer with gold letters.

LET'S GO XOLOS, LET'S GO FOR MORE!!!



CHRONOLOGY CLUB TIJUANA XOLOITZCUINTLES DE CALIENTE

PROFFESIONAL DEBUT

Sunday, Jan. 14, 2007
2007 Clausura
Correcaminos UAT 3-0 Club Tijuana
Estadio Marte Rodolfo Gómez Segura, Ciudad Victoria,
Tamaulipas

DEBUT IN TIJUANA

Sunday, Jan. 21, 2007
2007 Clausura
Indios de Ciudad Juárez 2-0 Club Tijuana
Unidad Deportiva CREA, Tijuana, Baja California.

FIRST GOAL IN PROFESIONAL SOCCER

Sunday, Jan. 28, 2007
2007 Clausura
Lobos BUAP 3-1 Club Tijuana
Valtencir Gómes da Silva- 78th min.
Estadio Cuauhtémoc, Puebla, Puebla.

FIRST WIN

Feb. 3, 2007
2007 Clausura
Club Tijuana 2-1 Rayaditos de Monterrey
Goals: Valtencir Gómes da Silva (4th and 35th min.)
Unidad Deportiva CREA, Tijuana, Baja California.

DEBUT AT ESTADIO CALIENTE

Nov. 11, 2007
2007 Apertura
Club Tijuana 2-1 Pumas Morelos
Goals: Diego Olsina (22nd min.) and Raúl Enríquez
(43rd min.)
Estadio Caliente, Tijuana, Baja California

FIRST LIGUILLA (PLAYOFFS) IN THE ASCENSO DIVISION

2007 Apertura 2007 – Quarterfinals
León 1- Club Tijuana (First leg – Thursday Nov. 29,
Estadio Caliente)
León 3-0 Club Tijuana (Seond leg – Sunday Dec, 2,
Estadio Nou Camp, León, Guanajuato)

FIRST FINAL IN ASCENSO DIVISION

2009 Clausura
Mérida 1-0 Club Tijuana (First leg – Thursday May 21)
Club Tijuana 0-0 Mérida (Second leg – Sunday May 24)

FIRST ASCENSO DIVISION TITLE

2010 Apertura
Club Tijuana 2-0 Veracruz
(First leg – Wenesday Dec. 1)
Goals: Mauro Gerk (35th min.) and Javier Gandolfi
(38th)
Club Tijuana 1-0 Veracruz (Second leg– Satuday Dec. 4,
Estadio Caliente)
Goal: Raul Enriquez (55th)

COPA MX DEBUT

Club Tijuana 0-0 Merida (Group stage –July 24, 2012, Estadio Caliente)

FIRST DIVISION DEBUT

Saturday July 23, 2011
2011 Apertura
Monarcas Morelia 2-1 Club Tijuana
First Goal in First Division: Joe Corona (44th min.)
Estadio Caliente, Tijuana, Baja California

FIRST WIN IN THE FIRST DIVISION

Saturday Aug. 6, 2011
2011 Apertura
Club Tijuana 3-1 Santos Laguna
Goals: Fernando Arce (43rd min.), José Sand (54th) and Dayro Moreno (64th)
Estadio Territorio Santos Modelo, Torreón, Coahuila

FIRST HOME WIN IN THE FIRST DIVISION

Saturday, Oct. 15, 2011
2011 Apertura
Club Tijuana 3-2 Pachuca CF
Goals: Raul Enriquez (42nd min.), Juan Pablo Santiago (48th and 68th)
Estadio Caliente, Tijuana Baja California

FIRST LIGUILLA (PLAYOFFS) IN THE FIRST DIVISION

2012 Clausura –Quarterfinals
Monterrey 2-1 Club Tijuana
(First leg – Wednesday May 2, Estadio Caliente)
Monterrey 2-2 Club Tijuana
(Second leg – Saturday May 5, Estadio Tecnológico de Monterrey)

FIRST LEAGUE TITLE IN THE FIRST DIVISION

2012 Apertura- Finals
Club Tijuana 2-1 CD Toluca (First Leg –Thursday Nov. 29, Estadio Caliente)
Club Tijuana 2-0 CD Toluca (Second Leg –Sunday Dec. 2, Estadio Nemesio Diez)
COPA LIBERTADORES DEBUT
Club Tijuana 1-0 Millonarios of Colombia (Group 5 – Feb. 19, 2013, Estadio El Campin, Bogota)
Nov. 18, Estadio Caliente

LIBERTADORES DEBUT AT ESTADIO CALIENTE

Club Tijuana 4-0 Club San José de Oruro of Bolivia (Group 6- Feb. 26, 2013)

FIRST WIN IN COPA LIBERTADORES

Club Tijuana 1-0 Millonarios of Colombia (Group 5 – Feb. 19, 2013, Estadio El Campin, Bogota)

FIRST GOAL IN COPA LIBERTADORES

Richard Ruiz, 62nd minute vs. Millonarios of Colombia, Feb. 19, 2013 at Estadio El Campin, Bogota

FIRST COPA LIBERTADORES KNOCKOUT STAGES MATCH

Club Tijuana 0-0 Palmeiras of Brazil (Round of 16, First Leg, April 30, 2013 at Estadio Caliente)

FIRST COPA LIBERTADORES KNOCKOUT STAGES WIN

Club Tijuana 2-1 Palmeiras of Brazil, (Round of 16, Second Leg, May 14, 2013 at Estadio Pacaembu)

CONCACAF CHAMPIONS LEAGUE DEBUT

Club Tijuana 0-0 L.A. Firpo of El Salvador (Group 7, Aug. 7, 2013 at Estadio Cuscatlan)

FIRST CONCACAF CHAMPIONS LEAGUE WIN

Club Tijuana 3-2 CD Victoria of Honduras (Group 7, Aug. 20, 2013, La Ceiba)

FIRST CONCACAF CHAMPIONS LEAGUE KNOCKOUT STAGE MATCH

Club Tijuana vs. L.A. Galaxy (Quarterfinals, March 12, 2013, the StubHub Center)

FIRST INDIVIDUAL SEASON SCORING CHAMPION

Liga de Ascenso – 2008 Apertura
Raúl Enriquez (14 goals)

BEST TEAM DEFENSE

First Division –2011 Clausura
11 goals allowed in 17 games
Goalkeeper: Cirilo Saucedo

INTERNACIONAL TITLES

2011 SAN DIEGO CLASICO
March 2, 2011
Club Tijuana 2-2 LA Galaxy
(4-3 Penalty kicks)

2012 SAN DIEGO CLASICO

March 2, 2012
Club Tijuana 5-2 Chivas USA

2012 SAN DIEGO CLASICO

June 30, 2012
Club Tijuana 1-1 Club America

2013 SAN DIEGO CLASICO

July 6, 2013
Club Tijuana 5-2 Club America

2013 LOS ANGELES CLASICO

Dec. 28, 2013
Club Tijuana 3-3 Club America





ESTADIO CALIENTE XOLOITZCUINTLES TERRITORY



Estadio Caliente opened in 2007 to meet the characteristics of a First Division Club Tijuana project.

The project continues as Estadio Caliente expands. Construction continues during the 2014 Clausura. The press box and luxury box areas continue to be expand as it heads into the final part of this construction phase.

With a current capacity of more than 25,000, Estadio Caliente is a staple of the city of Tijuana and it becomes the host of soccer party every two weeks when the Xoloitzcuintles play.

Estadio Caliente has five gates where fans can easily access the stadium. Estadio Caliente is divided into seven zones. The pavement of

parking areas is an ongoing process and is one of the construction advancements that began during the 2013 Apertura tournament . Parking areas near Gates 1, 2 and 3 have been paved.

The stadium is divided into Zone 1, Zone 2, North Zone (numbered), South Zone and North Zone, which all have great views of the field. There is also the zone that includes box seats, luxury boxes and VIP.

Club Tijuana's project includes stadium expansion and reaching its maximum capacity of 33,333 seats with the construction of additional zones.

With a synthetic turf field made of the best technology, some of the best soccer in Mexico is played here. The stadium also has a grassy field

behind the North Zone where the Xoloitzcuintles train at times during the week leading up to a match.

Once of the most recent additions to Estadio Caliente is the press box where members of the media are welcomed each home game. Reporters, writers, photographers and videographers from local and international media outlets can count on the best services to come our games.

Club Tijuana has 75 wins, 15 losses and 43 ties in the history of Estadio Caliente, making it a tough place for visitors to play. Club Tijuana is committed to bringing the best possible product to its fans inside Estadio Caliente.

Club Tijuana has a favorable winning percentage playing at home in the history of Estadio Caliente, making it a tough place for visitors to play. Club Tijuana is committed to bringing the best possible product to its fans inside Estadio Caliente.

Capacity: **25, 983 FANS**

Address: **BLVD. AGUA CALIENTE NO.12027,
COLONIA HIPÓDROMO EN
TIJUANA, B.C. C.P. 22420**

Access: **5**

Dimensions: **105 X 68 M.**

Field: **ARTIFICIAL GRASS**





PRACTICE FIELDS WHERE THE XOLOITZCUINTLES TRAIN

Club Tijuana Xoloitzcuintles de Caliente prepares for matches during the season on several practice fields.

There are three different fields that serve as training sites for the Club Tijuana senior team, its reserves and youth teams.

Estadio Caliente, the Centro de Iniciacion Xoloitzcuintles (CIX), Hipodromo and the new grassy field next to Estadio Caliente are the three training sites designed to help the Xoloitzcuintles execute its game day plans.

ESTADIO CALIENTE

Estadio Caliente counts with a state-of-the-art Field Turfing Revolution artificial surface approved by FIFA. It is an ideal playing surface for Mexican First Division soccer.

Esta cancha sintética posee el nivel de Dos Estrellas avalado por la Federación Internacional de Fútbol Asociación, una certificación que avala a la grama sintética del Estadio Caliente como 'Campo de Fútbol FIFA RECOMMENDED', definición que se encuentra en el Concepto de Calidad para césped artificial por la FIFA.

This synthetic surface has a Two Star rating by FIFA, a certification that makes Estadio Caliente a FIFA RECOMMENDED site with the quality needed to have artificial surface at a stadium.

This playing surface is made up of a high resistance carpet that with stands long use and weather conditions and remains filled. The filling is made up of silicone sand and granulated rubber. This allows the soccer player to play on the surface with no interruption and bring about high level competition similar to that of a natural grass surface, limiting injury to players.

GRASS FIELD NEXT TO ESTADIO CALIENTE

This natural grass field is designed with the best technology by SportField, who uses the best sod to help bring the best sports performance.

This field is made up of Bermuda grass that works well for soccer action and other sports such as American Football and Rugby.

The technology is one that Club Tijuana had been looking to use for its players. It is a surface is designed with a modern draining system that limits fungus and humidity, keeping the surface as natural as it can be.



The surface undergoes three maintenance steps.

- 1) Watering at night to keep effective vaporization.
- 2) It is mowed twice a week at one half inch
- 3) Fertilization and chemical application every three weeks.
- 4) Airing out process and puncturing of the surface.

CIX-HIPÓDROMO

The Centro de Iniciacion Xoloitzcuintles uses the same technology used at the grassy field next to Estadio Caliente. It allows Club Tijuana to train at the highest level.

The CIX came after the CREA Tijuana, the field in which Club Tijuana practiced before Estadio Caliente was built. This is where the Xoloitzcuintles trained for away matches during the 2012 Apertura in which Club Tijuana won its first Mexican First Division title. It also used this field to prepare for Copa Libertadores away matches.



RESERVES

XOLOITZCUINTLES OF THE FUTURE

The creation of the Club Tijuana Xoloitzcuintles de Caliente reserves came at the same time as the first team. It has been seven years of hard work, development and a process to bring new talent to Mexican professional soccer. It has given an inspiring result to the generation of young Club Tijuana players in all of the surging divisions, some who are ultimately incorporated into the senior team.

Such was the case with Joe Corona, who went from the third division team to the senior team and is now part of the United States Men's National team. The Xoloitzcuintles reserves have talent from the region and both Californias and other diverse areas in Mexico. A handful of players from the reserves have made it through the system and reached the first team. Players such as Fernando Arce Jr., Edgar Villegas and Alejandro Guido saw playing time with the first team during the 2014 Clausura under coach Cesar Farias.

In the 2012 Apertura, Luis Trujillo at 18-years-old, Luis Eduardo Garcia (17), joined Carlos Rubio (21), Adolfo Dominguez (21), Antonio Madueña (22) and Bruno Piceno (21) were surging elements out for the reserves into the first team. Young players will have the opportunity to find a slot in the game scheme used by former coach Antonio Mohamed, the way that Piceno did in the Clausura 2012 when he made his First Division debut against Tigres de la Universidad Autónoma de Nuevo León, becoming the second Club Tijuana reserves player to make his debut in Mexico's top-flight soccer league.

Club Tijuana's reserves and youth teams have become some of the best teams in the region with several important international titles and accomplishments. The Xoloitzcuintles Under-15 team won the Future Champions tournament in Gauteng, South Africa in 2013 and finished as the runner up in the 2014 version of the tournament. The Under-15 and Under-16 teams won the 2014 San Diego Surf Cup titles in the Super-U16 and Super U17 divisions, finishing the competition unbeaten.





Centro de Iniciación Xoloitzcuintle

CENTRO DE INICIACIÓN XOLOITZCUINTLES SOCCER SCHOOL

The CIX is Club Tijuana's soccer school in where the future members of the team's reserves are groomed. Kids from 5-years-old can begin a patch within the Xoloitzcuintles youth programs. The CIX staff, coaches and the group of professionals working at the youth school take on the tough task of helping to develop the young soccer players.

With more than 500 students, the CIX is open to all kids in Baja California and other parts of the

country so they can begin their path in sports. The CIX holds its practices at the Hipodromo de Agua Caliente fields. The action never stops. Practices are held Mondays, Wednesdays and Fridays from 3:30 to 6:30 p.m. We take everyone in our school, those who are looking to learn the tactical aspects of the game. That is a strong point of our program. The CIX program has expanded to different areas in Baja California. Club Tijuana now has a CIX Florida, Rosarito and San Luis Rio Colorado in the state of Sonora.



XOLOS ACADEMY FC

The Xolos Academy FC is a youth soccer developmental and competitive organization that serves athletes of various ages throughout the region. The academy carries the name of the Club Tijuana Xoloitzcuintles de Caliente professional Mexican First Division team in the LIGA Bancomer MX.

Our academy and teams reflect the strategies and planning that the Mexican First Division team practices, giving our athletes the opportunity to be part of the Xoloitzcuintles family. Coaches from the academies teach the same or similar ideas used in the senior team for competition and development.

The Xolos Academy FC, Located in Chula Vista, Calif., is the stepping-stone to what could be a bright soccer career as our athletes have the chance to move through our farm system and eventually having the possibility to be part of our professional teams.

The academy teaches tactical, athletic and critical thinking skills along the way and our athletes (ages 5 to 18) have fun doing it. Tryouts are held throughout different categories.

Most of our teams participate in highly competitive leagues, the Presidio and Coast Leagues are two of those. Our teams strive to allow our players the opportunity to gain a college scholarship or make a professional career out of their experience. The academy training not only focuses on the learning athletic skill to be a well-rounded soccer player but also an outstanding citizen off the field. It introduces young athletes to hard work, the ability to work in a group, to be dedicated and to be a responsible person. The academy holds practices at Hilltop High School.

The Xolos Academy FC is the only program in the United States operating under the Club Tijuana brand.



CORPORATIVE MANUAL IDENTITY

CORPORATE IDENTTY MANUAL

LOGO

The Club Tijuana logo is made up of various elements. The main image is a centered hairless dog the Xoloitzcuintle sticking out of a red circle. Surrounding this part of the logo is the words CLUB TIJUANA and on the lower parts the text XOLOITZCUINTLES DE CALIENTE. Both texts are separated by ac couple of red dots, which divide the top and lower part of the logo. These are all inside a black circle. An important part of the logo is to include the registered trademark symbol at the lower right part of the logo. The star above the logo symbolizes the club's Mexican League championship in the 2012 Apertura of the LIGA Bancomer MX.



PROTECTED AREA

Nothing should be within inside the area marked here with led lines, which is the same distance from the inner red circle and the exterior part of the largest circle in the logo. The center of the registered trademark logo should line up with the imaginary perpendicular lines in a straight angle at the bottom of the white (the largest) circle in the logo.



COLOR GUIDES

An important visual factor is the team corporate colors. We are talking about the color breakdown and numerical value that are associated with the Club Tijuana logo. It is very important that the colors are reproduced accurately and avoid variations that can help create confusion and diversion of the Club's image. The color definition will depend on the way the color is applied; they can be printed or digital.

PSM:
485C
CMYK:
C:0 M:100 Y:100 K:0
RGB:
R:215 G:40 B:40
Web Safe:
FF0000



PSM:
PROCESS BLACK
CMYK:
C:100 M:100 Y:100 K:100
RGB:
R:0 G:0 B:0
Web Safe:
000000



PSM:
COOL GRAY 10C
CMYK:
C:55 M:45 Y:40 K:20
RGB:
R:109 G:111 B:117
Web Safe:
666666



GRAY SCALE VERSION

BLACK AND WHITE VERSION

Substitute red for black at 50%



PROHIBITED USE:

DEFORM THE LOGO DIMENSIONS AND INVADE THE PROTECTED AREA



THE USE OF DIFFERENT COLORS

ROTATE THE LOGO MORE THAN



CHANGE THE LOGO CONTENT



TYPOGRAPHY

The typeface family that uses the Tijuana Club institutionally is Myriad Pro, an example is used in the logo and in all official documents issued it.

Here are examples of some variations of this font family:

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Myriad Pro Italic

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This season we use two typefaces, the first is Edo SZ is for titles and key phrases and BellCent for texts and extensive content management general. An example of both is this media guide.

EDO SZ

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN
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Bell Cent Address

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Bell Cent Name and Number

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Bell Cent Sub-Caption

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789



OUR MASCOT

THE XOLOITZCUINTLE

The Xoloitzcuintle is much appreciated and valued for its historical cultural and biological value compared to other breeds.

The Xoloitzcuintles is a race that practically originated in Mexico. It is known for its relationship with the Hopi culture, the indigenous town of Arizona.

These canines are origins of Mexico from more than 3,000 years ago. The name Xoloitzcuintle comes from the nahuatl phrase "Xolotl"-meaning god of life and death- and the phrase "itzcuintli," a dog that accompanied the Aztecs souls through a river to Mictlan or Inframundo where they would be sacrificed along with their dead owners.

For us, the Xoloitzcuintle is our faithful guardian and friend in battle. It will surely follow us until the end but this is just the beginning and the Xoloitzcuintle will accompany us forever.

XOLO MAYOR, XOLOITZCUINTLES TERRITORY GUARDIAN

Club Tijuana's most representative icon is on top of Estadio Caliente. The Xolo Mayor can be seen standing up there, showing its furry wherever it may go.

The first time the team mascot made an appearance, he made it in spectacular style. The Xolo Mayor literally fell from the sky as he jumped out of a plane onto the playing surface at the Unidead Deportiva del Crea where the Xoloitzcuintles played its first games.

The Club Tijuana mascot carries out the team essence onto the field before every game.

The Xolo Mayor is member of a pure Pre-Hispanic canine breed and is one of the main motivating factors for Club Tijuana's senior team. It is also one of the more acclaimed members of the team, especially by female fans and children.

The Club Tijuana mascot imposes respect, loyalty, courage and pride to be from Tijuana as it defends Xoloitzcuintles territory.





CALENDAR

2014 APERTURA CALENDAR



LIGA BBVA Bancomer



WEEK 1
PUEBLA VS TIJUANA
Friday July 18, 7:30 p.m.
(Pacific)



WEEK 2
AMERICA AT TIJUANA
Saturday July 26, 3 p.m.



WEEK 3
TIJUANA VS UANL
Friday Aug. 1, 7:30 p.m.



WEEK 4
MONARCAS AT TIJUANA
Friday Aug. 8, 5:30 p.m.



WEEK 5
TIJUANA VS CHIAPAS
Friday Aug. 15, 7:30 p.m.



WEEK 6
UNAM AT TIJUANA
Sunday Aug. 24, 10 a.m.



WEEK 7
TIJUANA VS U DE G
Friday Aug. 29, 7:30 p.m.



WEEK 8
PACHUCA AT TIJUANA
Saturday Sept. 13, 8 p.m.



WEEK 9
TIJUANA VS SANTOS
Friday Sept. 19, 7:30 p.m.



WEEK 10
VERACRUZ AT TIJUANA
Saturday Sept. 27, 7 p.m.



WEEK 11
TIJUANA VS CRUZ AZUL
Wednesday Oct. 1, 7:30 p.m.



WEEK 12
MONTERREY AT TIJUANA
Saturday Oct. 4, 7 p.m.



WEEK 13
TIJUANA VS QUERETARO
Friday Oct. 17, 7:30 p.m.



WEEK 14
GUADALAJARA AT TOLUCA
Sunday Oct. 26, 5 p.m.



WEEK 15
TIJUANA VS TOLUCA
Oct. 31, 7:30 p.m.



WEEK 16
ATLAS AT TIJUANA
Saturday Nov. 8, 9 p.m.



WEEK 17
TIJUANA VS LEON
Friday Nov. 21, 7:30 p.m.



2014 APERTURA CALENDAR



COPAMX SCHEDULE

GROUP 3



FIRST KEY - FIRST LEG
**TIJUANA VS
ZACATEPEC**
July 29



FIRST KEY - SECOND LEG
**ZACATEPEC VS
TIJUANA**
August 5



SECOND KEY - FIRST LEG
**TEPIC VS
TIJUANA**
August 19



SECOND KEY - SECOND LEG
**TIJUANA VS
TEPIC**
August 26



THIRD KEY - FIRST LEG
**GUADALAJARA VS
TIJUANA**
September 16



THIRD KEY - SECOND LEG
**TIJUANA VS
GUADALAJARA**
September 24





TEAM

LINO ALONSO

Assistant Coach

Birthplace: Orense, Spain

**EDUARDO FENTANES**

Assistant Coach

Birthplace: Veracruz, Mexico

**MARCOS MATHIAS**

Assistant Coach

Maracay, Venezuela

**CÉSAR BAENA**

Goalkeepers Coach

La Guaira, Venezuela

**FABIÁN BAZÁN**

Fitness Coach

Santa Fe, Argentina

SERGIO GONZÁLEZ

Strength and Conditioning Coach

Tijuana, México

**CARLOS RINCÓN**

Doctor

Tijuana, México

**RAÚL LÓPEZ**

Physical Therapist

Puebla, México

**HÉCTOR ENCISO**

Doctor

Tijuana, México

**JOSÉ DE JESÚS ROBLEDO**

Massage Therapist

Guadalajara, México

LAZARO RAMIREZ

Equipment

Guadalajara, México

**JUAN C. GONZÁLEZ**

Equipment

Guadalajara, México

**JUAN RAMIREZ**

Equipment

Tijuana, México

**GERMÁN RAMÍREZ**

Equipment

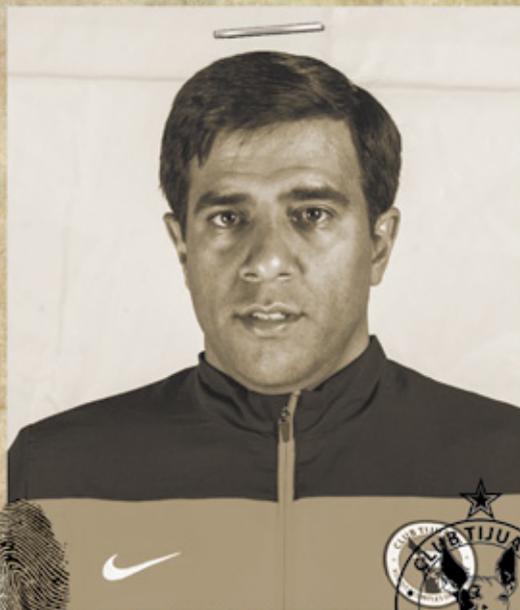
Tijuana, México

**REMIGIO ILIAN**

Video/Statistics

Tijuana, México

HEAD COACH CESAR FARIAS



BIRTHDAY

3/7/1973.....

BIRTH PLACE

Manicuaire, Venezuela.....

Cesra Alejandro Farias Acosta of Venezuela became the Xoloitzcuintles head coach heading into the LIGA Bancomer MX-2014 Clausura tournament and the knockout stages of the 2013-2014 CONCACAF Champions League.

Cesar Mathias (assistant coach), Cesar Baena (Goalkeepers) and Fabian Bazan (Fitness) joined Farias' coaching staff.

Farias came to Tijuana with plenty of soccer experience. He formerly was the Venezuelan national team head coach from 2008 through 2013. His coaching experience includes taking Nueva Cadiz Futbol Club Under-17 from the Third Division to the First Division in Venezuela in just two seasons (1996-1998).

Farias also coached in the Venezuelan First Division with Trujillanos (2002-2003), Deportivo Tachira (2003-2005), Mineros de Guayana (2005-2007) and Deportivo Anzoategui (2007). He led Deportivo Tachira to the final in 2003. He led that same team to the quarterfinals in the 2004 Copa Libertadores. His teams were always amid the top squads in Venezuelan soccer. That led to Farias being hired as the Venezuelan national team coach in 2007. He helped make history for his country leading "La Vinotinto" to the FIFA Under-20 Egypt 2009 World Cup and advanced to the second round only two years after taking the job.

Farias was also the head coach for the senior national team during the 2010 South Africa and 2014 Brazil World Cup CONMEBOL qualifying periods. His 2010 team was two points shy of moving on to a World Cup qualifying playoff after playing to a 0-0 draw against Brazil, becoming the first Venezuelan team to not allow a goal in Brazil during an official match. That same Venezuelan squad was the first to make it to the final date of qualifying with a chance of reaching the World Cup with 22 points in the standings. Under Farias, Venezuela finished as the sixth place team in the 2014 World Cup qualifying tournament with 20 points just behind Uruguay who clinched the final World Cup berth from that region.

Farias led the Xoloitzcuintles into the 2014 Clausura playoffs as the No. 7 team in the standings with a 7-7-3 record and 24 points. He also led Club Tijuana into the CONCACAF Champions League semifinals against Cruz Azul.



TEAM

César Farías

HEAD COACH

2 ISRAEL JIMÉNEZ

**BIRTHDAY**

1/13/1989.....

BIRTH PLACE

Monterrey, MEX.....

HEIGHT

1.74 m.....

WEIGHT

66 Kg

POSITION

Defender.....

Club Tijuana Xoloitzcuintles de Caliente will have Isarael Jimenez on its roster for the LIGA Bancomer MX 2014 Apertura tournament. The 24-yea-old from Monterrey, Mexico comes to Tijuana from UANL Tigres and joins Juan Arango and Alfredo Moreno as the Xoloitzcuintles latest off-season acquisitions.

Jimenez is a defender who plays at the right back position. He made his debut in the Mexican First Division in 200. He has since then played in 100 official matches and was an important part of the UANL Tigres lineup during the team's 2011 Apertura title. His success in the league led him to being selected to the Mexican national team in 2012 and was part of Mexico's London 2012 Gold Medal Olympic squad.

Jimenez was also a regular on Mexico's Under-23 team that played in the prestigious Toulon 2012 tournament. With the Mexican national team, Jimenez played in the 2013 CONCACAF Gold Cup, reaching the third place spot in the tournament.

Jimenez joins the Xoloitzcuintles for the preseason starting in June.



TEAM

Israel Jiménez 2

2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
UANL / 2013-2014 Cl	1	90	1	0	0	0	0
UANL / 2013-2014 Cl (CopaMX)	1	30	0	0	0	0	0
UANL / 2013-2014 Cl (Sub 20)	3	235	3	0	0	2	0
UANL / 2013-2014 Ap	2	112	2	0	0	0	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

3 JAVIER GANDOLFI

**BIRTHDAY**

12/05/1980.....

BIRTH PLACE

Santa Fe, ARG.....

HEIGHT

1.78 m.....

WEIGHT

78 Kg.....

POSITION

Defender.....

Javier Gandolfi, the team captain, has become the face of Club Tijuana's defense. The Argentine-born defender became an integral part of the Xoloitzcuintles reaching the promotion to the First Division.

Gandolfi has since become the anchor on the team's defensive line the past four years and is recognized as a top defender in the league. Under coach Cesar Farias, he played in 18 matches during the 2014 Clausura, starting in all of them. Gandolfi scored one goal during that season but he was more notable for his defense, often helping to end threats inside the penalty box with effective sliding tackles. He was part of the Club Tijuana team that reached the 2013-2014 CONCACAF Champions League semifinals. Gandolfi, a naturalized Mexican, played in the quarterfinals and semifinals against Major League Soccer side L.A. Galaxy and Cruz Azul of Mexico City.

Gandolfi played in 14 league games under former coach Jorge Almiron and played in 11 more international club matches, including three in the group stage of the CONCACAF Champions League and eight in the 2013 Copa Libertadores under former coach Antonio Mohamed. The veteran defender brought international experience to Club Tijuana during the Copa Libertadores. He helped Arsenal de Sarandi win the Copa Sudamericana title in 2007 and the Copa Suruga Bank in 2008.

He also helped the Xoloitzcuintles reach its first title in the Mexican First Division during the 2012 Apertura tournament under coach Antonio Mohamed. Gandolfi held the championship trophy over his head on a makeshift stage after Club Tijuana beat CD Toluca 4-1 in aggregate in the championship final.

It was a moment Gandolfi dreamed of since his days in the Liga de Ascenso with Club Tijuana. He got a chance to lift the promotion trophy into the First Division in May of 2010. He returned to the First Division in the 2011 Apertura when the team was promoted and played in 16 games. He scored in a 1-1 draw against Tigres UANL. He drew attention from Club Tijuana after playing with Jaguares de Chiapas and went on to play in Argentina. He also played for the highly regarded River Plate of Argentina.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	18	1,620	18	1	0	5	0
Club Tijuana / 2013-2014 Ap	14	1,102	14	0	0	6	1

MEXICAN SOCCER STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2011-2012	34	3003	34	2	0	14	0
Club Tijuana / 2011-2012 (LA)	41	3552	41	3	0	15	0
Jaguars Chiapas / 2008-2010	52	4609	52	1	0	19	0
Jaguars Chiapas / 2010 (Interliga)	3	270	3	0	0	2	0
TOTAL	130	11434	130	6	0	50	0

ARGENTINE SOCCER STATISTICS:

TEAM / TOURNAMENT	GP	GOALS
Arsenal de Sarandi / 2003-2008	104	2
River Plate / 2004-2005	19	0
Talleres / 2003	16	2

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, RC: Red Cards

4 HERNÁN PELLERANO

**BIRTHDAY**

06/04/1984.....

BIRTH PLACE

Buenos Aires, ARG.....

HEIGHT

1.81 m.....

WEIGHT

78 Kg.....

POSITION

Defender.....

Hernan Pellerano joined Club Tijuana before the 2014 Clausura season. The 30-year-old is the brother of midfielder Cristian Pellerano. Hernan is the younger of the two. He came from Club Union Deportiva Almeria of the First Division in Spain. He played there from 2008 to 2013, helping his former team to a promotion to the First Division after the 2012-2013 season.

In his first tournament with Club Tijuana, Hernan played in 14 LIGA Bancomer MX matches during 2014 Clausura. He played along side team captain Javier Gandolfi in the center of the defense. Hernan was also part of the Xoloitzcuintles team that reached the 2013-2014 CONCACAF Champions League semifinals. He played in three playoff matches in that tournament.

Hernan began his career in Argentina in the youth leagues with Club Exursionistas and Velez Sarsfield, in which he made his Argentine First Division debut in 2003. He signed with Almeria of Spain in 2008. He scored in his debut during a 3-1 win in his first match in Spain, becoming an integral part of that team.

Hernan also brings international experience to Tijuana. He was called to the Argentine senior national team by coach Alfio Basile in 2007.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Dorados / 2013-2014 Cl	1	90	1	0	0	0	0
Dorados / 2013-2014 Ap	4	276	4	0	0	2	0
Club Tijuana / 2013-2014 Cl	10	793	9	0	0	6	0
Dorados / 2013-2014 Ap	5	418	5	1	0	2	1
Dorados / 2012-2013 Cl	3	270	3	1	0	2	0
Dorados / 2012-2013 Ap	9	787	9	0	0	3	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

5 ELIO CASTRO

**BIRTHDAY**

07/26/1986.....

BIRTH PLACE

Tuxtepec, OAX.....

HEIGHT

1.85 m.....

WEIGHT

85 Kg.....

POSITION

Defender.....

Elio Castro came to Club Tijuana from Liga de Ascenso affiliate Dorados de Sinaloa at the start of the 2014 Clausura tournament. Castro came to the Xoloitzcuintles as both clubs exchanged players during the offseason.

Castro is a veteran player who gained most of his experience playing in the Mexican Second Division and Liga de Ascenso. He impressed coach Cesar Farias enough to give him an opportunity to be in the First Division. It was also enough to earn nine starts during the 2013-2014 Clausura tournaments.

The defender also played for Dorados during the Copa MX, starting in five matches. Before coming to Club Tijuana, Castro started started in 41 of the last 46 games with Dorados, logging more than 3,700 minutes played during that time.



TEAM

Elio Castro

5

2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Dorados / 2013-2014 Cl	1	90	1	0	0	0	0
Dorados / 2013-2014 Ap	4	276	4	0	0	2	0
Club Tijuana / 2013-2014 Cl	10	793	9	0	0	6	0
Dorados / 2013-2014 Ap	5	418	5	1	0	2	1
Dorados / 2012-2013 Cl	3	270	3	1	0	2	0
Dorados / 2012-2013 Ap	9	787	9	0	0	3	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

6 JAVIER GÜÉMEZ

**BIRTHDAY**

10/17/1991.....

BIRTH PLACE

Culiacán, SIN.....

HEIGHT

1.74 m.....

WEIGHT

70 Kg.....

POSITION

Midfielder.....

Javier Guemez quickly became part of the Xoloitzcuintles first 11. The 22-year-old entered his third tournament with Club Tijuana at the start of the 2014 Apertura, having already started in 28 of his 31 LIGA MX matches.

Guemez is a nifty midfielder known for finding open spaces, his accurate passing and speed and agility to move away from defenders. He began the 2014 Clausura as a starter playing behind the strikers. He became a regular in coach Cesar Farias' starting line up, starting in 18 matches in the 2014 Clausura, scoring one goal. He also started in four playoff 2013-2014 CONCACAF Champions League matches.

Guemez came to Club Tijuana in June of 2013 as reinforcement for the Apertura season. His experience with Club Tijuana is his first in the Mexican First Division. His career has been spent mostly playing in the Liga de Ascenso or Second Division and other lower leagues. Before coming to Tijuana, Guemez played in 65 matches for Dorados de Sinaloa from 2010 through 2013, including Copa MX matches.



TEAM

Javier Cuéñez 6

2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	19	1,637	18	1	0	6	0
Club Tijuana / 2013-2014 Ap	12	906	10	1	0	4	1

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

7

ALEJANDRO MOLINA

**BIRTHDAY**

7/21/1988.....

BIRTH PLACE

Ensenada, Mexico.....

HEIGHT

1.77 m.....

WEIGHT

78 Kg.....

POSITION

Defender



Molina returned to Club Tijuana at the start of the 2014 Apertura season after spending nearly three years playing with different clubs in the Mexican First Division and the Liga de Ascenso. Molina was part of the Xoloitzcuintles during its journey through the Liga de Ascenso and was part of the team that earned the promotion to Mexico's top-flight league. In his stint with Club Tijuana from 2010-2012, he played in 48 games in three different divisions, the Ascenso, Under-20 and first team. Molina went on to play for Rayados de Monterrey, Correcaminos and Merida FC before returning to the Xoloitzcuintles. Molina is a strong defender that can mark attackers, using his size and experience to trump offenses.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Mérida FC (LIGA MX) 2013-2014 COPA	3	270	3	1	0	0	0
Mérida FC (Ascenso MX) 2013-2014 CI	14	1,260	14	3	0	6	0
Mérida FC (Ascenso MX) 2013-2014 CI	12	1,080	12	3	0	5	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

9 ALFREDO MORENO



BIRTHDAY

1/8/1980.....

BIRTH PLACE

Santiago del Estero, ARG.....

HEIGHT

1.82 m.....

WEIGHT

79 Kg.....

POSITION

Foward

Alfredo Moreno returned to Club Tijuana for the 2014 Apertura Tournament. The Argentine-Mexican was part of Club Tijuana when it clinched the 2012 Apertura title. He arrived to Tijuana the first time at the start of that tournament and played here through the 2013 Clausura and through the 2013 Copa Libertadores. The Xoloitzcuintles reached the quarterfinals against Atletico Mineiro in that tournament.

Moreno is the foreign player with the most goals in the history of the Mexican First Division. He came to Mexican soccer in 2000 when he joined Necaxa and became known as an avid goal scorer in Mexico with a great vision for the field of play, heading ability, ball control and ability to recover balls.

Moreno, who came out of Estudiantes de Santiago, also has international experience at the club level. He's won the Copa Libertadores with Boca Juniors twice. He was 22 when he helped the Argentine club win the prestigious international tournament. Boca Juniors won it again in 2003 with Moreno playing as a standout.

Moreno has also played with Tiburones Rojos de Veracruz and has other experience playing in Mexico with Club America, Atlas de Guadalajara and Puebla FC.



TEAM

Alfredo Moreno

9

2013-2014 SEASON STATISTICS

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Veracruz / 2013-2014 Cl (CopaMX)	4	245	3	1	0	1	1
Veracruz / 2013-2014 Cl	13	857	11	3	0	2	0
Veracruz / 2013-2014 Cl (Sub 20)	1	18	0	0	0	0	0
Puebla / 2013-2014 Ap	16	1,212	15	3	0	6	0

10 DARIO BENEDETTO



BIRTHDAY

05/17/1990.....

BIRTH PLACE

Buenos Aires, ARG.....

HEIGHT

1.75 m.....

WEIGHT

75 Kg.....

POSITION

Forward.....

Dario Benedetto came to Tijuana from Club Arsenal de Sarandi of the Argentine First Division at the start of the 2013 Apertura. He didn't waste much time making an impact on the field. The 24-year-old striker scored a hat trick in his first official match with the Xoloitzcuintles. He sent in goals in the sixth, 17th and 64th minute in a 3-3 draw against Atlas in tournament opener at Estadio Caliente.

Benedetto appeared to be on his way to be a standout forward in Mexican soccer but an injury kept him off the field for most of his first season with Club Tijuana. He played in 11 LIGA MX games, most coming after recovering from injury. He finished the season with five goals and 771 minutes played, but the Argentine striker bounced back in the 2014 Clausura scoring a team-high seven goals, tied with Cristian Pellerano. A handful of those goals came from long-range shots, surprising defenses and goalkeepers. He also scored a goal in the 2013-2014 CONACAF Champions League quarterfinals against the L.A. Galaxy and went on to start in the semifinals series against Cruz Azul.

Before coming to Mexico, Benedetto played in the Argentine league since 2008. He has played for Club Defensa and Justicia (2009-2011) and Gimnasia y Esgrima of Jujuy (2011-2012). In Argentina, Benedetto won a title with Arsenal de Sarandi during the 2012 Clausura tournament and the Supercopa in 2012.

The South American striker was Club Tijuana's fifth foreign player on the roster the team put together before the 2013 Apertura and start of the 2013-2014 CONCACAF Champions League tournament. Benedetto is a fast forward who is known for his attacking creativity and finishing. He has international experience as he played for Arsenal in the 2013 Copa Libertadores, in which he scored three goals, including an outstanding goal against Atletico Mineiro.



TEAM

Dario Beltritto 10

2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	15	1,015	12	7	0	2	0
Club Tijuana / 2013-2014 (Sub-20)	1	90	1	1	0	0	0
Club Tijuana / 2013-2014 Ap	11	771	11	5	0	4	1

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

11 HENRY MARTIN



BIRTHDAY

11/18/1992.....

BIRTH PLACE

Merida, MEX.....

HEIGHT

1.65 m.....

WEIGHT

66 Kg.....

POSITION

Forward

Henry Martin joined Club Tijuana during the off-season heading into the 2014 Apertura tournament. The forward comes from Merida FC, a team in the Mexican LIGA de Ascenso where he played from 2007 until the end of the 2014 Clausura.

Martin's experience as a striker has come mostly in the LIGA de Ascenso. He has played in 31 matches, with Merida FC. He has logged more than 2,000 minutes from the 2013-2014 season. Martin has scored eight goals in the LIGA de Ascenso and scored four during the last COPA MX with Merida FC. He began his professional career with Mexican Third Division side FC Itzaes.

Club Tijuana is Martin's first team in Mexico's top-flight league.



TEAM

Henry Martín

2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Mérida / 2013-2014 Cl (CopaMX)	1	93	1	0	0	0	0
Mérida/ 2013-2014 Ap (CopaMX)	4	294	3	4	0	0	0
Mérida / 2013-2014 Cl	13	1,045	13	4	0	1	0
Mérida / 2013-2014 Ap	13	1,038	12	4	0	0	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

13 CIRILO SAUCEDO



BIRTHDAY

01/05/1982.....

BIRTH PLACE

Guanajuato, GTO.....

HEIGHT

1.88 m.....

WEIGHT

81 Kg.....

POSITION

Goalkeeper.....

Cirilo Saucedo became an integral part of Club Tijuana soon after arriving with the team before the 2011 Apertura tournament. Saucedo has been a starter since his arrival and became a key component during the team's 2012 Apertura championship season, having one of the best tournaments of his career.

The 32-year-old goalkeeper made enough of an impact that he was called to the Mexican National team for the first time in his career making his debut in an international friendly against Denmark when he came on the second half for Jesus Corona. Saucedo was also called for El Tri's roster for a World Cup Qualifying match against Jamaica where he was the emergency goalkeeper.

Saucedo came into the 2014 Apertura having started in 107 LIGA MX official matches since coming to Tijuana, not including eight Copa Libertadores games and seven CONCACAF Champions League matches, four of those playoff matches against the L.A. Galaxy and Cruz Azul in the quarterfinals and semifinals of that tournament. He made his debut in the Mexican First Division August 15, 2004 with Dorados de Sinaloa in a game against Club America. He started in 67 of 68 games for the Dorados when they were part of the First Division.

He then moved on to play for Los Tiburones Rojos de Veracruz where he saw little action. His next team would be Tigres UANL where he had a bigger role and played in 85 games for Tigres during four league tournaments. He played for Indios de Ciudad Juarez in 2008-09 before returning to Monterrey where he again played for Tigres during the 2010-2011 seasons.

Cirilo came to Tijuana for the 2011 Apertura tournament when the club had become a First Division team. He played in 16 games. In the 2012 Clausura, Saucedo played in 19 games, including the two quarterfinal matches of the Liguilla against Monterrey.

Saucedo's other international experience includes being a backup on Mexico's Under-17 team that played in the 1999 World Cup in New Zealand. He played with the Under-23 team that won the bronze medal in the 2003 Panamerican games in Santo Domingo. He was also part of the Mexican national team that won the CONCACAF Olympic qualifying tournament although he was not selected by coach Ricardo La Volpe to the squad that went on to play in the 2004 Athens Olympic Games.

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2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	17	1,530	17	0	0	2	0
Club Tijuana / 2013-2014 Ap	16	1,440	16	0	0	2	0

MEXICAN SOCCER STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2011-2012	35	3150	35	0	36	2	0
Tigres UANL / 2006-2011	101	9090	101	0	108	11	0
Tigres UANL (Interliga)	6	540	6	0	10	1	0
Tigres UANL (Sub20)	2	180	2	0	3	0	0
Cd. Juárez / 2008-2009	33	2970	33	0	42	1	0
Veracruz / 2006-2007	2	180	2	0	6	0	0
Dorados Sinaloa / 2004-2006	67	6020	67	0	106	4	0
León F.C. / 2001-2004	1	90	1	0	0	0	0
León F.C. (PA)	25	2295	25	0	35	0	0
TOTAL	272	24515	272	0	346	19	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

15 JOE CORONA

**BIRTHDAY**

07/09/1990.....

BIRTH PLACE

Los Angeles, CAL.....

HEIGHT

1.72 m.....

WEIGHT

73 Kg.....

POSITION

Midfielder.....

Joe Corona is one of the few Club Tijuana players that remain from the Liga de Ascenso days. He has become a fan favorite and a player that epitomizes what Club Tijuana is to the region on both sides of the border.

Corona is a United States National team player with Mexican roots, sharing many traits that relate to fans in the Tijuana-San Diego Region.

Born in Los Angeles, Corona grew up in the San Diego-Tijuana region. He played high soccer at Sweetwater High where he led the Red Devils to a California Interscholastic Federation title his senior year. He went on to play one season at San Diego State University before opting to come and try out with the Xoloitcuintles' Under-20 team.

A product of the Xoloitcuintles youth teams, Corona has become an important element for the Xoloitcuintles in the last few tournaments. He gradually lived up to expectations. His goal in the championship match of the Liga de Ascenso against Irapuato sent Club Tijuana into the First Division.

Corona scored the first goal for Club Tijuana as members of the Mexican First Division. The historic goal came July 23, 2011 when Corona beat Federico Vilar in the 44th minute of a Week 1 game against Monarcas Morelia at Estadio Caliente, stamping his name in the club's record book.

Corona played in 82 official LIGA MX games heading into the 2014 Apertura, starting in 51 of those. He also played in two CONCACAF Champions League group stage matches, four playoff matches in that tournament and six Copa Libertadores games, five of those as a starter.

Corona has won several titles with Club Tijuana, including the Liga de Ascenso league title, the promotional title to the First Division and the LIGA MX championship in the 2012 Apertura.

Corona went into the 2012 Apertura having scored eight goals in the Liga de Ascenso and the First Division in the last four tournaments. He also scored his first international goal in the 2013 Copa Libertadores against San Jose de Oruro of Bolivia in the group stage of the South American tournament.

His success with the Xoloitcuintles caught the attention of the Mexican national team. He was called by Luis Fernando Tena to be part of the pool of players preparing for the Panamerican Games. But after not getting the chance to play for El Tri in an official match, the United States national team called as well. Corona, who has dual citizenship, took the opportunity and became part of the United States' Under-23 team. He has been part of the United States senior team coached by Jurgen Klinsmann, earning 11 caps with the senior team at the start of 2014, including World Cup qualifier and the 2013 Gold Cup championship team. Corona scored his first two goals with the U.S. National team during that tournament. His first came in a 4-1 win against Cuba and the second in a 5-1 win against El Salvador. Corona was also part of Klinsmann's 30-man preliminary roster to the 2014 FIFA World Cup in Brazil.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	14	661	6	0	0	0	0
Club Tijuana / 2013-2014 Ap	7	392	5	0	0	0	0

STATISTICS WITH NATIONAL TEAM:

TOURNAMENT	GP	MP	GS	G	A	YC	YC
Preolímpico / 2012	3	3	225	3	4	0	0
Selección Mayor	5	1	22	0	0	0	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

16 CRISTIAN PELLERANO

**BIRTHDAY**

02/01/1982.....

BIRTH PLACE

Buenos Aires, ARG.....

HEIGHT

1.82 m.....

WEIGHT

74 Kg.....

POSITION

Midfielder.....

Cristian Pellerano came to Club Tijuana from the Argentine team Club Atletico Independiente at the start of the 2012 Apertura tournament. He became a force in the Xoloitzcuintles midfield with a strong defensive presence and his pin-point passes throughout the field and ultimately also became a threat on offense.

The 32-year-old scored seven goals during the 2014 Clausura after starting in 15 matches. He has played in 64 LIGA Bancomer MX matches with Club Tijuana. He also played in seven Copa Libertadores games and two 2013-2014 CONCACAF Champions League group matches. He was also part of the Xoloitzcuintles team that advanced to the CONCACAF Champions League semifinals.

Pellerano is an experienced player that has great field vision and awareness. He uses his size to his advantage in his aerial game and stifling opposing offenses, his ability to recover balls and distribute passes and quickly being able to turn a play into an attack. He also has a powerful long distance shot.

Pellerano also has experience playing in his native Argentina and at the international club level. He was part of the 2010 Atletico Independiente team that won the Copa Sudamericana.

Cristian began his career with Atlanta then went on to play for Defensores de Belgrano in the Argentine First Division with Nueva Chicago in 2005. He later went to Racing Club, Arsenal de Sarandi, Colon de Santa Fe and his last team before coming to play in Mexico was Atlético Independiente.



STATISTICS ARGENTINE CLUBS:

EQUIPO / TORNEO	JJ	G
Atlanta / 2001-2004	113	17
Defensores de Belgrano / 2005	19	1
Nueva Chicago / 2005-2006	52	5
Racing Club / 2007	26	3
Arsenal de Sarandí / 2008-2009	50	3
Colón de Santa Fe / 2009-2010	27	1
Independiente / 2010- 2012	24	1
TOTAL	311	31

2009-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	15	1,314	15	7	0	7	1
Club Tijuana / 2013-2014 Ap	15	1,296	15	1	0	9	0
Club Tijuana / 2012-2013 Ap	14	1,164	13	1	0	8	1
Club Tijuana / 2012-2013 Ap	20	1,747	20	1	0	11	0

STATISTICS ARGENTINE CLUBS:

TEAM / SEASON	GP	MP	GS	D	DA	FC	YC	RC
Independiente / 2012	4	0	0	5	0	7	0	1
Independiente / 2011	14	0	1	22	10	19	5	0
Independiente / 2011	14	2	2	16	5	27	6	0
Independiente / 2010	8	0	0	7	3	11	1	0
Colón de Santa Fe / 2010	11	0	1	0	2	10	4	0
Colón de Santa Fe / 2009	5	0	0	0	2	4	2	0
Arsenal Sarandí / 2009	18	1	3	15	6	20	5	1
Arsenal Sarandí / 2008	14	0	0	9	2	23	1	1
Arsenal Sarandí / 2008	16	1	0	13	7	12	2	0
Racing Club / 2007	10	1	2	8	2	13	3	0
Racing Club / 2007	7	1	1	3	1	11	1	0
Racing Club / 2006	20	6	0	4	9	10	3	0
TOTAL	141	12	10	102	49	167	33	3

INTERNATIONAL COMPETITIONS:

TEAM / SEASON	PI	GP	G	D	DA	FC	YC	RC
Independiente (Libertadores)	1	0	1	1	1	4	1	0
Colón de Santa Fe (Libertadores)	0	0	0	0	0	1	0	0
Arsenal Sarandí (Sudamericana)	3	0	1	5	3	8	0	0
Arsenal Sarandí (Libertadores)	4	0	0	9	2	7	2	0
TOTAL	8	0	2	15	6	20	3	0

17 DAYRO MORENO



BIRTHDAY

9/16/1985.....

BIRTH PLACE

Chicoral, Colombia.....

HEIGHT

1.77 m.....

WEIGHT

73 kg.....

POSITION

Forward.....

Dayro Moreno joined Club Tijuana for the start of the 2014 Apertura season. The Colombian striker comes from Colombian club Millonarios. He also played for Once Caldas and Atletico Junio. Moreno scored 29 goals in 45 games with Millonarios from 2013 to 2014.

Moreno also has international experience. He was part of the Under-20 Colombian national team from 2004 to 2005 in which he played in 26 games, scoring 16 goals. He was selected to the senior national team in which he played in World Cup qualifying matches and friendlies. He has two caps with Colombia's senior national team and scored two goals. His first came against Argentina in World Cup qualifying Nov. of 2007 and his second came in a friendly against Venezuela Sept. 2010.

Moreno has some experience in the Mexican First Division. He played for Club Tijuana in 2011, scoring five goals in 12 matches for the Xoloitzcuintles.



TEAM

Dayro Moreno 17

2011-2012 SEASON STATISTICS

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana 2011-2012 Ap	12	858	9	5	0	4	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

18 JUAN ARANGO



BIRTHDAY

05/16/1980.....

BIRTH PLACE

Maracay, VEN.....

HEIGHT

1.80 m.....

WEIGHT

78 Kg.....

POSITION

Forward.....

Club Tijuana Xoloitzcuintles de Caliente signed Venezuelan National Team captain Juan Arango, 34, of Maracay, Aragua before the start of the 2014 Apertura. Arango came to Tijuana from Club Borussia Mönchengladbach of the German First Division (Bundesliga).

Arango is known at the international level for his ability to strike and bend the ball and is recognized as one of the best ball strikers off set pieces. Arango is also considered one of the top players coming out of South America. Arango is a lefty midfielder with great offensive skills that helped earn him a spotlight outside of his native country and helped draw attention to Venezuelan soccer. Arango has had a successful international career playing in Mexico, Spain and Germany.

The Maracay, Venezuela native began his professional soccer career at age 17 with a team named Nueva Cadiz FC where he helped the team become a noticeable team in Venezuelan soccer. Under coach Cesar Farias, he helped lead Nueva Cadiz FC from the Third Division in 1996 to the First Division in 1998. In 1999, he continued with the same team, which changed its name to Zulianos FC to compete in the First Division. Arango also played with Caracas FC that season (1999-2000) where he became a standout after scoring five goals. He left Venezuela in 2000 to play for Rayados de Monterrey (2000-2002) in the Mexican First Division. He went on to sign with Pachuca FC (2003-2004) and later went on to play for Puebla FC (2003-2004), a team coached by Ignacio Palou, Club Tijuana's current General Manager. Arango has played in 133 games and scored 30 goals in the Mexican First Division.

Arango went on to play in Europe in 2004 when he signed with RCD Mallorca of the Spanish First Division where he became one of the best players in that club's history during his five seasons there. Arango played in 195 games and scored 50 goals while registering 32 assists.

During the 2009-2010 campaign, Arango signed with Borussia Mönchengladbach of the German First Division also known as the Bundesliga. He remained there until 2014. He was a versatile midfielder in the Bundesliga where he played in 155 matches and scored 25 goals and set up 33 assists.

Arango was called to the Venezuelan national team since he began playing in the Venezuelan First Division. He was first called up to the "Vinotinto" in 1999. Arango has played in four World Cup Qualifying tournaments (Korea-Japan 2002, Germany 2006, South Africa 2010 and Brazil 2014). He was named to the All-Star team of players who will not be in the 2014 FIFA World Cup in Brazil. Venezuela did not qualify to this year's World Cup. He has also played in five Copa America South American tournaments (Paraguay 1999, Colombia 2001, Peru 2002, Venezuela 2007 and Argentina 2011). Arango has played in 118 international matches with the national team and has scored 25 goals, which 12 of those came during World Cup qualifying, two during Copa America and 11 in friendly matches.

For the 2014-2015 season, Arango joins Club Tijuana and reunites with Farias, his first coach at Nueva Cadiz FC (1996) and the national team where Farias also coached since 2010.



Juan Arango

18

TEAM

20 PAUL ARRIOLA

**BIRTHDAY**

02/05/1990.....

BIRTH PLACE

Chula Vista, CAL.....

HEIGHT

1.67 m.....

WEIGHT

66 Kg.....

POSITION

Forward.....

Paul Arriola burst on to the LIGA MX scene in a hurry. Arriola was just a few months removed from graduating high school when he saw the pitch with Club Tijuana's senior team. The Chula Vista, Calif. native earned a slot on the first team roster and made it to the field against Morelia in the 2013 Apertura tournament, making his official professional debut.

He came on as a second half substitute and almost instantly made an impact, setting up an assist during that match. Arriola earned playing time during three competitions during the 2014 Clausura. He played in seven LIGA MX games (two as a starter), four more in the CONCACAF Champions League and was also part of the Dorados de Sinaloa squad that reached the LIGA de Ascenso playoffs. He also played for the Xoloitzcuintles' Under-20 team.

He scored his first goal in an international club tournament in the 12th minute of a 3-2 win against CD Victoria of Honduras in a CONCACAF Champions League group match. He went on to score again against Victoria in the second leg that resulted in a 6-0 Xoloitzcuintles win.

Arriola had an ideal professional debut in a friendly game against Club America in the San Diego Clasico at Petco Park where he scored his first professional goal. From that moment on he stayed with the first team and participated in 13 Mexican league matches during the 2013 Apertura. His first goal in an official professional match came Aug. 17 in a 2-1 loss to Monterrey.

Arriola was on trial with Club Tijuana prior to the 2013 Apertura and ultimately signed with the Xoloitzcuintles on May 2, 2013.

He also played for the U.S. in the 2011 Under-17 World Cup in Mexico and spent time training at the U.S. U17 MNT Residency in Bradenton, Florida as part of the 2011 U17 World Cup cycle. The forward made three starts in four matches at the 2011 World Cup in Mexico. He joined former U-17 teammates Alejandro Guido and Stevie Rodriguez at Tijuana.

After his return from the World Cup, Arriola scored 15 goals in 17 games for Arsenal FC in the 2011-12 Development Academy season. In 11 appearances in the 2012-13 Development Academy, Arriola scored five goals. He has also made appearances with the U.S. U18 Men's National Team after joining the team on a trip to France and Romania March of 2012.

The young midfielder also wore the team captain band for the United States Under-20 team in the 2014 Dallas Cup. Arriola, a Mater Dei Catholic High in Chula Vista product, continues a trend of Americans at Club Tijuana, as the Liga MX team also boasts defenders Greg Garza, John Requejo, Amando Moreno and midfielder Joe Corona.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Dorados / 2013-2014 COPA MX Cl	3	243	3	2	0	1	0
Club Tijuana / 2013-2014 Cl	7	241	2	0	0	2	0
Club Tijuana FB Sub20 / 2013-2014 Cl	6	500	6	1	0	2	0
Club Tijuana / 2013-2014 Ap	13	450	3	1	0	1	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

21 OLIVER ORTIZ

**BIRTHDAY**

01/21/1993.....

BIRTH PLACE

Ensenada, B.C. MEX.....

HEIGHT

1.85 m.....

WEIGHT

83 Kg.....

POSITION

Defender.....

Oliver Ortiz is a product of Club Tijuana's youth system. The Ensenada native moved up the ranks and reached the senior team during the 2013 Clausura season, making his Mexican First Division debut during that tournament, starting in a match against Chivas de Guadalajara. He also became an integral part of former Club Tijuana coach Antonio Mohamed's back line during the 2013 Copa Bridgestone Libertadores. His first match with Club Tijuana's senior team in a Round of 16 match against Palmeiras of Brazil in the 2013 Copa Libertadores. He played in two Copa Libertadores matches.

Following his debut season, Ortiz played in three different divisions in the Liga MX. He played for the Under-20 squad, for the second-division affiliate Dorados of Sinaloa and for the Xoloitzcuintles senior squad. He finished the season playing for the first team, which definitely shows that Ortiz is making progress and that in just two seasons he turned into one of the team's top prospects.

Ortiz played a total of 11 games in the 2013 Apertura tournament. In the 2014 Clausura, Ortiz started in one match, spending most of his time playing for Dorados de Sinaloa during the Copa MX. He played in five matches in that tournament. Ortiz also spent time with the Xoloitzcuintles Under-20 starting in 20 games. He also was part of Club Tijuana's CONCACAF Champions League squad in two group matches as a starter.



AM
Oliver Ortiz 21

2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Dorados / 2013-2014 Cl	5	388	5	0	0	4	0
Dorados / 2013-2014 Ap	1	26	0	0	0	0	0
Club Tijuana / 2013-2014 Cl	1	90	1	0	0	1	0
Club Tijuana / 2013-2014 Ap (Sub 20)	9	722	9	1	0	3	1
Club Tijuana / 2012-2013 Ap	5	270	2	0	0	0	0
Dorados / 2012-2013 Ap	2	135	2	0	0	0	0
Club Tijuana / 2012-2013 Ap (Sub 20)	6	485	6	1	0	1	1

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

22 JUAN CARLOS NUÑEZ

**BIRTHDAY**

04/18/1983.....

BIRTH PLACE

Guadalajara, JAL.....

HEIGHT

1.67 m.....

WEIGHT

65 Kg.....

POSITION

Defender.....

Juan Carlos Nuñez has plenty of experience as part of the Xoloitzcuintles. He has played in 83 LIGA MX First Division matches heading into the 2014 Apertura. He also started in Club Tijuana's four 2013-2014 CONCACAF Champions League playoff matches.

Nuñez is a speedy defender with a nose for the ball. He typically plays on the outside, roaming the flanks with the ability to move up field when needed. The defender known as "Kalin" by his teammates brings another dimension to the Xoloitzcuintles attack as he is dangerous with centered passes into the area from the flanks.

The 31-year old is a Mexican soccer veteran, playing in the minor leagues since the early 2000 and had a stint in the First Division before returning to the Liga de Ascenso.

Nuñez returned to the First Division in the 2011 Apertura tournament in which he played in seven games. He set up a score with an assist to Dayro Moreno against Cruz Azul in a Week 6 game in the 2012 Clausura. Nuñez is an important fixture in Club Tijuana's history. He is one of the few players remaining on the roster who were part of the team that won the promotion into the Mexican First Division.

Before coming to Club Tijuana in 2008, the defender played in 15 games with the Diablos Rojos of Toluca in four different tournaments in the First Division.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	17	1,508	17	0	0	2	0
Club Tijuana / 2013-2014 Ap	11	971	11	0	0	2	0
Club Tijuana / 2013-2014 Ap (Sub 20)	1	45	1	0	0	0	0

MEXICAN SOCCER STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2011-2012	20	1638	19	0	0	3	0
Club Tijuana / 2011-2012 (Sub20)	6	540	6	0	0	1	0
Club Tijuana / 2008-2011 (LA)	90	6799	73	3	1	7	2
Atlético Mexiquense / 2007-2008 (1A)	117	8999	96	5	0	8	2
Toluca / 2004-2008 (1A)	15	590	4	0	0	1	0
TOTAL	248	18566	198	8	1	20	4

INTERNATIONAL COMPETITIONS:

TEAM / TOURNAMENT	GP	MP	GS	G	A	YC	RC
Toluca / 2006-2007 (Copa Libertadores)	1	45	0	0	0	1	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

23 RICHARD RUIZ



BIRTHDAY

01/14/1986.....

BIRTH PLACE

Jiquipilas, Chiapas.....

HEIGHT

1.75 m.....

WEIGHT

71 Kg.....

POSITION

Defender.....

Richard Ruiz is a Jiquipilas, Chiapas native who has been part of Club Tijuana since 2009 when the team was still part of the Liga de Ascenso. He is a versatile midfielder who has shown he can play in different facets of the game. He can line up at defender, midfielder and even as a forward. He has played all three of those positions with the Xoloitzcuintles. Ruiz has been used off the bench several times and has become an instant game-changer when called upon to play.

Richard earned a shot to play in the 2013 Copa Libertadores after gaining confidence from the coaching staff. He scored the team's first goal in an international tournament. Ruiz sent in the game-winner against Millonarios of Colombia in the Xoloitzcuintles debut match in the South American tournament. He also had an assist in a match against Atletico Mineiro of Brazil. Ruiz went on to play in nine Copa Libertadores games, starting in five but perhaps his most important accomplishment with the team came during the Mexican 2012 Apertura. He scored in the 70th minute of the tournament championship second leg match that ultimately ended in a 2-0 Club Tijuana lead and the Xoloitzcuintles first title in the Mexican First Division.

Ruiz has played in 101 LIGA MX official matches with Club Tijuana heading into the 2014 Apertura. He began to gain playing time in the First Division after being part of Club Tijuana's Liga de Ascenso teams.

In the 2011 Apertura tournament, Ruiz was one of the mostly utilized players after playing in 15 games. He sent the crowd into frenzy at Estadio Caliente during a Week 15 game, a 2-0 win against Jaguares de Chiapas, when he sent a left-footed blast from outside the penalty area against the team from his native Chiapas.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	18	948	10	2	0	1	0
Club Tijuana / 2013-2014 Ap	14	1,104	13	1	0	0	0
Club Tijuana / 2013-2014 Ap (Sub-20)	1	90	1	0	0	0	0

PREVIOUS COMPETITIONS:

EQUIPO / TORNEO	GP	MP	GS	G	A	YC	RC
Club Tijuana / 20011-2012	29	1782	18	1	0	2	1
Club Tijuana / 2011-2012 (LA)	69	5429	60	5	0	14	1
Petroleros Salamanca (1A) / 2006-2009	83	4550	47	4	0	5	0
TOTAL	181	11761	125	10	0	21	2

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

24 GREGORY GARZA

**BIRTHDAY**

08/16/1991.....

BIRTH PLACE

Grapevine, TX.....

HEIGHT

1.72 m.....

WEIGHT

74 Kg.....

POSITION

Defender.....

Greg Garza continues to grow within Club Tijuana. The 22-year-old Mexican-American worked his way into the senior team and ultimately made it to the starting lineup on several occasions heading into the 2014 Apertura under coach Cesar Farias.

Garza has been busy since coming to Club Tijuana prior to the 2012 Clausura tournament. He has played in 41 LIGA MX matches heading into the 2014 Apertura, starting in 24 of those games in the Mexican First Division.

The Texas native made his Mexican soccer debut in the first game of the 2012 Clausura against Monarcas Morelia, playing in five games in that tournament. Garza was also part of the Xoloitzcuintles team that reached the 2013 Copa Libertadores quarterfinals, playing in four matches, starting in one. The defender was also part of the pool of players in the CONCACAF Champions League in which he played in three group games. He was also a starter in the both CONCACAF Champions League quarterfinals matches against the L.A. Galaxy.

Garza is perimeter player who can play as a left back but can also help out as a midfielder. He came to Tijuana after a stint with Portuguese club Estoril Praia of the Second Division. Garza began to gain minutes with the senior team playing in two LIGA MX matches during the 2013 Clausura tournament and played in seven games during the 2012-2013 COPA MX tournament. Garza also saw international action, playing in his first Copa Libertadores matches in 2013.

Greg has dual citizenship. He has been part of the United States Under-23 Olympic player pool, the same as Xoloitzcuintles teammate, Joe Corona. Garza and Corona both were part of an Under-20 camp in Europe. Garza came on trial with Club Tijuana soon after that.

At the national team level, the 20-year-old can be considered an international veteran after playing in the FIFA Under-17 World Cup in which his team reached the second round of the 2007 tournament in Korea.

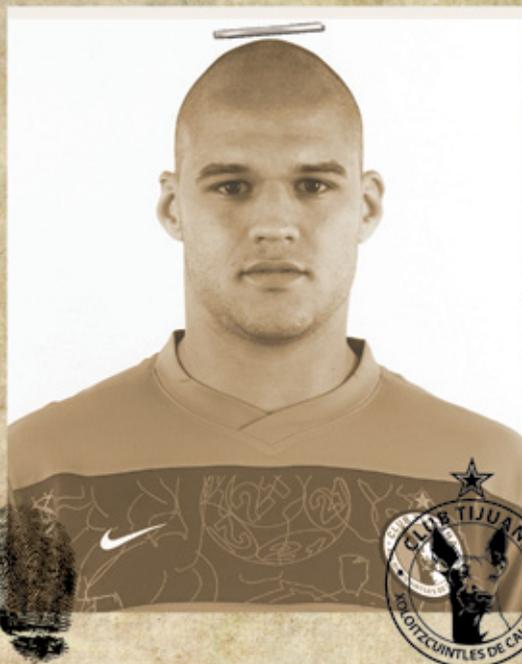


2013-2014 SEASON STATISTICS

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	7	371	4	0	0	0	0
Club Tijuana / 2013-2014 Ap	12	580	6	0	0	1	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, RC: Red Cards

25 GIBRÁN LAJUD

**BIRTHDAY**

12/25/1993.....

BIRTH PLACE

Mexico City MEX.....

HEIGHT

1.82 m.....

WEIGHT

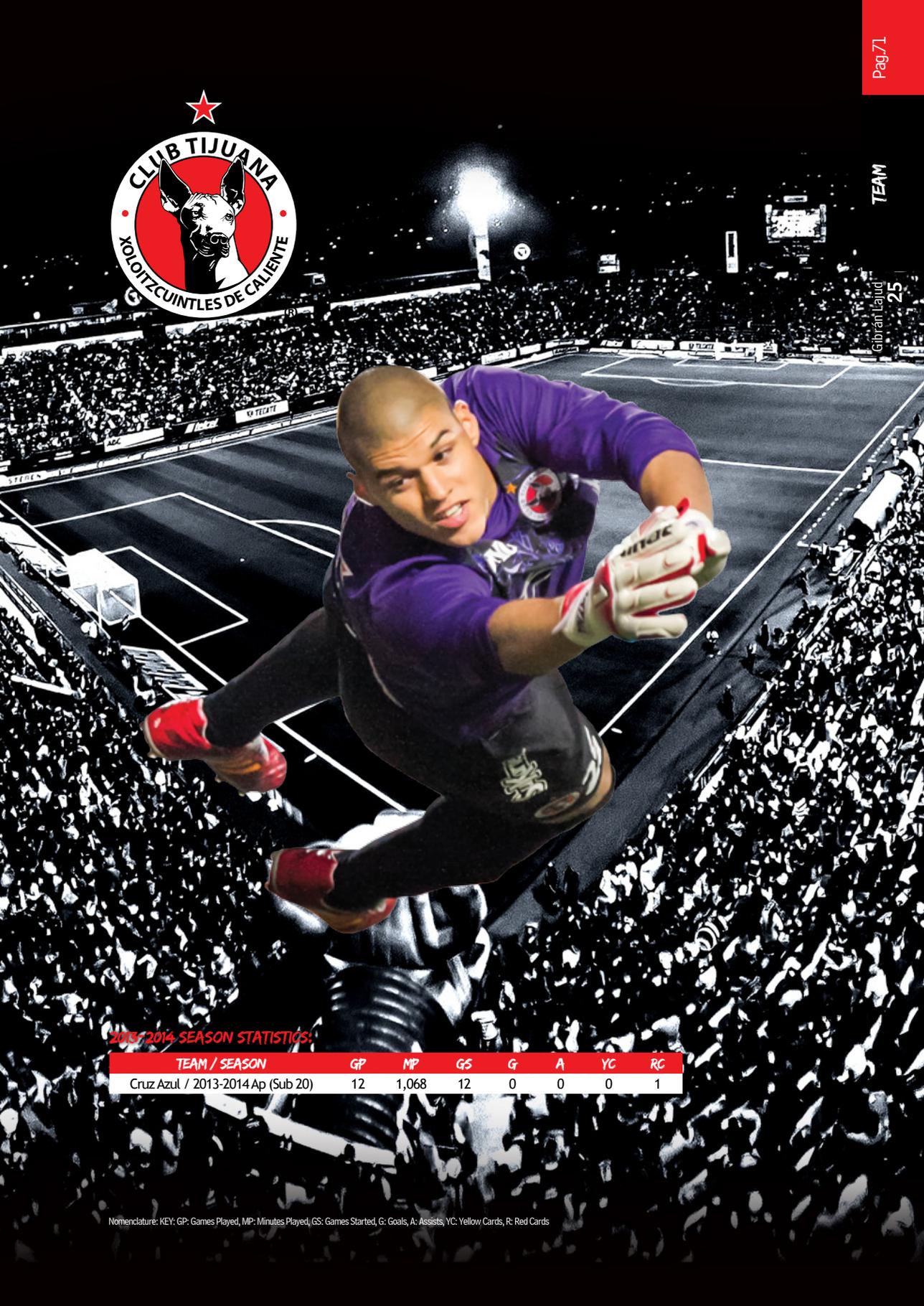
72 Kg.....

POSITION

Goalkeeper.....

Manuel Gibran joined Club Tijuana before the start of the 2014 Apertura. He is a product of Cruz Azul's youth system, playing in the Mexico City club's Under-17 and Under-20 squads from 2009 until 2014. He has played in more than 88 matches at the youth level and made his way to the First Division after earning a spot as the fourth goalkeeper for Cruz Azul. Gibran began his professional career in the Tiburones Rojos de Veracruz reserves. He has been a starter in all but one of his games as professional.

Gibrán is a strong and determined goalkeeper who uses his size to his advantage. He is known for his great agility and ability to control the ball with his feet, something that caught the eye of Mexico's Under-17 national team. He has been called to the Under-20 national team.



TEAM

Gibrán Lajud
25

2013/2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Cruz Azul / 2013-2014 Ap (Sub 20)	12	1,068	12	0	0	0	1

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

26 JAVIER SALAS

**BIRTHDAY**

08/23/1993.....

BIRTH PLACE

Culiacán, MEX.....

HEIGHT

1.78 m.....

WEIGHT

65 kg.....

POSITION

Midfielder.....

Javier Salas came to Club Tijuana from Dorados de Sinaloa from the Mexican Liga de Ascenso before the 2014 Apertura season. Salas is a speedy midfielder that adds a presence on the field for the Xoloitzcuintles. Salas played in 30 matches during the 2013-2014 calendar with Dorados, competing in the Copa MX and Liga de Ascenso. His experience as a pro has come through the Dorados organization and youth systems. He began his career with the Dorados third division squad in which he played from 2008 to 2012.



Javier Salas
26

TEAM

2013-2014 SEASON STATISTICS

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Dorados / 2013-2014 COPA MX A	4	270	2	1	0	2	0
Dorados / 2013-2014 Cl As MX	13	834	11	1	0	2	0
Dorados / 2013-2014 Ap As MX	13	1,080	11	0	0	2	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

82 ALEJANDRO GUIDO

**BIRTHDAY**

03/22/1994.....

BIRTH PLACE

San Diego, CA. USA.....

HEIGHT

1.85 m.....

WEIGHT

75 Kg.....

POSITION

Midfielder.....

Alejandro Guido is a product of the Club Tijuana farm system. He has been a key player in the Xoloitzcuintles youth teams, ultimately seeing his first playing time with the senior team. Guido made his LIGA Bancomer MX debut during the 2014 Clausura when he came on as a substitute late in a Week 10 match against visiting Club Deportivo Guadalajara. The Chula Vista, Calif. native went on to make his first start the following week in a road match against Cruz Azul in Mexico City. Guido helped set up a goal in that match, his first assist with the senior team.

Guido was also part of the Dorados de Sinaloa team in the Liga de Ascenso during the 2014 Clausura as he alternated between both teams. He played with Dorados in the Copa MX, as he did with Club Tijuana in previous seasons.

Guido made his debut in the Mexican First Division when he was 18 during a Xoloitzcuintles 2-1 win against Celaya FC in a Copa MX group stage match up. He started as the center midfield and played 71 minutes before being substituted by Luis Garcia. He played behind forwards Raul Enriquez and Raul Nava. Guido almost had a goal of his own. He sent a left-footed shot just outside the left post in the 50th minute. He had been on the bench for previous tournaments before getting a chance to play.

Guido has made the best of it since. Guido spent a stint trying to make a career of playing soccer in Holland after he was offered a tryout with Vitesse Arnhem of the Dutch First Division. He was on trial for a short period and did not receive a contract. He came to Club Tijuana in 2012.

The Mater Dei High graduate is also part of the United States youth national team system. He was part of the United States Under-17 team in the 2011 FIFA Under-17 World Cup. Guido was called to the Under-21 team camp in Carson, Calif. in the Spring of 2014 as part of a pool of players being considered for the CONCACAF 2016 Olympic qualifying tournament.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Dorados / 2013-2014 Cl	6	229	3	1	0	0	0
Club Tijuana / 2013-2014 Cl	2	96	1	0	0	0	0
Club Tijuana / 2013-2014 Cl (Sub20)	14	1,016	13	5	0	0	0
Club Tijuana / 2013-2014 Ap (Sub20)	10	537	6	1	0	1	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

83 EDGAR VILLEGAS

**BIRTHDAY**

11/24/1994.....

BIRTH PLACE

Tijuana, B.C. MEX.....

HEIGHT

1.68 m.....

WEIGHT

62 Kg.....

POSITION

Midfielder.....

Edgar Villegas went from being an important fixture in the Xoloitzcuintles Under-20 team to a reliable player in the Mexican First Division. Villegas made his LIGA MX debut in a 2014 Clausura Week 11 match against Cruz Azul at Estadio Azul. He came on for Herculez Gomez in the 64th minute in the 2-1 loss to the Mexico City team. He made his first start in the First Division in a Week 16 match against Atlante. He played the 9 minutes in which he was an integral part of Club Tijuana's 2-1 win that ultimately sent the Xoloitzcuintles into the post season.

Villegas is one of a handful of young players developing in the Club Tijuana youth system and moving along the ranks into the senior team. He is a dynamic player with good field vision and a nose for goal. He has scored 45 goals with Club Tijuana's Under-20 squad in 47 matches. Villegas is also a product of the Under-17 team.



TEAM

Edgar Villegas
83

2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Dorados / 2013-2014 Cl	7	565	7	1	0	2	0
Dorados / 2013-2014 Ap	1	39	0	0	0	0	0
Club Tijuana / 2013-2014 Cl	2	71	1	0	0	0	0
Dorados / 2013-2014 Cl	3	94	0	0	0	0	0
Club Tijuana / 2013-2014 Cl (Sub20)	12	968	12	8	0	3	0
Dorados / 2013-2014 Ap	1	32	0	0	0	0	0
Club Tijuana / 2013-2014 Ap (Sub 20)	13	1,040	12	3	0	3	0

85 JOHN REQUEJO

**BIRTHDAY**

5/23/1996.....

BIRTH PLACE

Carpinteria, CA. USA.....

HEIGHT

1.70 m.....

WEIGHT

66 Kg.....

POSITION

Defender.....

John Requejo joined Club Tijuana Xoloitzcuintles de Caliente during the offseason heading into the 2014 Apertura tournament. The Xoloitzcuintles added to its pool of young players, signing the 18-year-old to his first professional contract.

Requejo, a defender, is from Carpinteria, Calif. and has been part of the United States youth national teams. He has played for the United States at the Under-14, Under-15, Under-17, Under-18 and Under-20 level. Requejo most recently was part of the 2014 Dallas Cup squad where he played with Club Tijuana teammates Paul Arriola and Amando Moreno. The United States reached the tournament final.

Requejo is a veteran of the Under-17 team, with international experience in the CONCACAF U-17 World Cup qualifying tournament in 2013. He has 38 caps with the U-17 squad, including the 2011 Nike International Friendlies, leading his team to the tournament final. Requejo scored his first goal with the Americans June 25, 2012 against Costa Rica at the Copa Saprissa International Tournament in San Jose, Calif. He attended Carpinteria High School where he was ranked No. 2 on College Soccer's Top 150 recruits for 2014.



John Riquelme

85

TEAM

88 CARLOS LÓPEZ



BIRTHDAY

7/16/1996.....

BIRTH PLACE

Orange, Calif., USA.....

HEIGHT

1.84 m.....

WEIGHT

78 kg.....

POSITION

Goalkeeper.....

Carlos Lopez has been part of the Xoloitzcuintles Under-17 team since 2012. The goalkeeper has progressed through the youth system, developing under the Club Tijuana philosophy. Lopez entered the 2014 Apertura season after playing in 11 matches and logging 1,030 minutes during the 2013-2014 campaign. He joins a group of young goalkeepers working to continue to earn playing time under coach Cesar Farias.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl (Sub17)	12	1,030	11	0	0	2	0
Club Tijuana / 2013-2014 Ap (Sub20)	1	37	0	0	0	0	0
Club Tijuana / 2013-2014 Ap (Sub17)	4	360	4	0	0	0	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

90 LUIS CHÁVEZ

**BIRTHDAY**

1/15/1996.....

BIRTH PLACE

Ciudad Guzmán, MEX.....

HEIGHT

1.78 m.....

WEIGHT

73 kg.....

POSITION

Midfielder.....

Luis Chavez is a product of Club Tijuana's youth system. The midfielder has played most of his professional career with the Xoloitzcuintles, starting with the Under-17 in 2012. He has logged more than 3,600 minutes for the Xoloitzcuintles youth teams. Chavez has seen some action with the first team but it came during a preseason tournament heading into the 2014 Apertura. He came on as a substitute during the Copa Tijuana in a match against Leones Negros, in which he scored a goal bending the ball into the net from outside the penalty area.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl (Sub20)	12	1,030	11	0	0	2	0
Club Tijuana / 2013-2014 Cl (Sub17)	5	381	5	0	0	0	0
Club Tijuana / 2013-2014 Ap (Sub20)	3	75	1	0	0	0	0
Club Tijuana / 2013-2014 Ap (Sub17)	15	1,239	14	2	1	0	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

92 FERNANDO ARCE JUÁREZ

**BIRTHDAY**

11/27/1996.....

BIRTH PLACE

San Diego, CA. USA.....

HEIGHT

1.81 m.....

WEIGHT

77 Kg.....

POSITION

Midfielder.....

Fernando Arce Juárez is a product of the Club Tijuana youth system. Arce was an integral part of the Xoloitzcuintles Uner-17 program before becoming a regular starter in the Under-20 squad. He has played in 31 matches with the U-20s, scoring three goals. Arce is a player that has become a force at midfield with his ball distribution and ability to recover the ball and create offensive plays from his line.

Arce has made enough of an impact that he was summoned to the senior team during the 2014 Clausura, making his debut in the First Division logging his first 10 minutes of playing time. He came on for Richard Ruiz in the 80th minute of a 2-1 loss against Cruz Azul.

Arce is the son of former Club Tijuana starter and Mexican national team veteran Fernando Arce.

He also made his debut with the United States Under-20 national team during the 2014 NTC Invitational in Crason, Calif. in July 2014 playing along side Club Tijuana teammates Paul Arriola and John Requejo.



2013-2014 SEASON STATISTICS:

TEAM / SEASON	GP	MP	GS	G	A	YC	RC
Club Tijuana / 2013-2014 Cl	1	10	0	0	0	0	0
Club Tijuana / 2013-2014 Cl (Sub20)	14	1,126	13	1	0	4	0
Club Tijuana / 2013-2014 Ap (Sub20)	16	1,305	16	1	0	9	0
Club Tijuana / 2013-2014 Ap (Sub17)	3	255	3	1	0	0	0

Nomenclature: KEY: GP: Games Played, MP: Minutes Played, GS: Games Started, G: Goals, A: Assists, YC: Yellow Cards, R: Red Cards

94 JOSÉ ALBERTO GARCÍA

**BIRTHDAY**

02/22/1995.....

BIRTH PLACE

Mexicali, B.C. MEX.....

HEIGHT

1.80 m.....

WEIGHT

77 Kg.....

POSITION

Foward.....

Jose Alberto, known as "Beto" by his teammates, is a product of the Xoloitzcuintles youth system. He made it through the ranks of the Club Tijuana Under-17 and Under-20 squads to making a handful of appearances. Heading into the 2014 Apertura, the Mexicali native played in five First Division matches with the Xoloitzcuintles, starting in one.

Garcia played in 34 Under-20 official matches, scoring 11 goals in that timeframe. He is also a product of the Under-17 team in which he played in 11 games. He spent some time playing with Dorados de Sinaloa during the 2013-2014 Copa MX in which he saw 490 minutes of action and scored six goals.



José Alberto García

TEAM

95

AMANDO MORENO

**BIRTHDAY**

9/10/1995.....

BIRTH PLACE

Perth Amboy, New Jersey, USA....

HEIGHT

1.70 m.....

WEIGHT

65 Kg.....

POSITION

Forward.....

Amando Moreno joined Club Tijuana in February of 2014. He came to the Xoloitzcuintles from the New York Red Bulls of Major League soccer. Moreno did not play for Club Tijuana during the 2014 Clausura since he was signed after the transfer window. Moreno had yet to play for the Xoloitzcuintles heading into the 2014 Apertura.

Moreno is a young player who has significant experience for his age. He made his professional debut for the Red Bulls on March 10, 2013 against the San Jose Earthquakes coming on as a late substitute in a match the Red Bulls lost 2-1. He was 17-years-old when he made his debut.

The New Jersey native is part of the United States national team system. He has played for the Under-18 national team with eight caps and scored three goals. He was called to the Under-20 U.S. Men's National Team's first two training camps in the spring of 2014.



TEAM

Amandolo Moreno
95

106 JESÚS FRAYRE



BIRTHDAY

2/20/1993.....

BIRTH PLACE

Miguel Auza, Zacatecas.....

HEIGHT

1.77 m.....

WEIGHT

77 Kg.....

POSITION

Defender.....

Jesus Frayre came to Club Tijuana from Club Deportivo Guadalajara where he spent his young professional career playing in that team's youth system. His experience comes from his time in the Chivas' youth system from the Fuerzas Basicas to the Third Division all the way to the second team. Frayre is a nifty defender that can quickly recover a ball and play into the attack. He has scored five goals in his career.



TEAM

Jesús Fraire

106

112

DILAN NICOLETTI

**BIRTHDAY**

1/18/1994.....

BIRTH PLACE

Cuernavaca, MEX.....

HEIGHT

1.87 m.....

WEIGHT

86 Kg.....

POSITION

Goalkeeper.....

Dilan Nicoletti came to Club Tijuana in June of 2014 heading into the 2014 Apertura. Nicoletti became the third goalkeeper in the Xoloitzcuintles roster and came in competing for a backup slot behind Cirilo Saucedo.

Nicoletti came from Argentina's Newells Old Boys where he was a backup. The goalkeeper was part of Mexico's Under-17 national team that won the 2011 FIFA World Cup. He brings a handful of skills under goal and is considered to have a promising future.



Dilan Nicoletti

12

TEAM



CITY TIGER
MAGNETIC COMPLEXION
X
GALAXY SECURITY FILM
PATROCINADOR



SPONSORS



OPERATIONS MANUAL FOR SPONSORS

This manual serves as information to help facilitate activations by sponsors at Estadio Caliente.

ANNOUNCEMENTS THROUGH ESTADIO CALIENTE PUBLIC ANNOUNCEMENT SYSTEM.

Sponsor announcements need to be submitted in writing or email to the commercialization department the Thursday before a game, at the latest. Each announcement has to be no more than a maximum of 15 words. Images that will be used at Estadio Caliente during matches need to be inspected and approved by commercialization and need to have a permit to enter the stadium. A 72 hour period is given to complete these requests prior to a game.

MOUNTING AND ACCESSING ESTADIO CALIENTE ON GAME DAY.

- Submit in writing a list of materials and equipment that will be brought into the stadium on the day of the event to the commercialization department.

- If there is a special need of some kind, it must be brought to the commercial coordinator's attention the Thursday before the game.

- Access to the stadium will be through Gate 3. Mounting timeframe and instructions will be given by the commercialization department prior to game day. Sponsors will not be given access into the stadium after the allowed time.

- Mounting banners, inflatables, jumpers, same timeframe.

- The commercialization coordinator will previously assign a space where to mount a stand.

- A person will be assigned to help locate the designated spot on the day of the event. Changes can be made depending on the necessities that may arise.

- Access to vehicles of any kind into mounting areas is prohibited.

- Sponsors with a sound system will be accessed for their help in case of an emergency or any social need. • Audio sound systems must be turned off once the game begins.

- Everyone is subject to inspection while entering the stadium.

- Tents and inflatables need to be anchored down.

- All equipment needs to be broken down after the game.

- Important Notice: You are required to bring your own generators for those who need to use electricity during the event.

MODELING HOSTESS AND MASCOTS:

PARADE PRIOR TO THE GAME:

To have your brand name be part of the pregame parade, modeling hostesses and mascots need to be at the ZONA 1 field access spot at 7 p.m.

HALFTIME PARADE: To have your brand in the halftime parade, the models and mascots need to be at the ZONA1 field Access point at 12:20 p.m.

No se permitirá el acceso a cancha a personal NO autorizado, únicamente a edecanes y botargas.

Unauthorized personnel will not be allowed, only models and mascots. Models should wear tennis shoes onto the field during the parade.

HALFTIME ACTIVATION/FUNCTION

- Arrival and unloading of material (inflatables, promotional items, tarps, etc.) is at the mounting timeframe of 3:30 p.m. to 5:30 p.m.

- The appropriate credentials are required to be worn at all time to access the field. Credentials must be obtained the week before the event at the commercialization department.

- The materials and equipment to be used during the activation must be provided by the sponsor.

- The equipment being used will be the sponsor's responsibility. Club Tijuana and the stadium are not responsible for any lost materials.

- Those participating in the activation need to wear the proper uniform representing the respective company. Access to the stands is prohibited.

- Those responsible for the activation and Club Tijuana coordinators are responsible to make sure there is nothing left behind that could cause an accident.

- Directions, recommendations and instruction by stadium personnel and security should be followed at all times.

- All activities must be pre-approved by the commercialization department and need to be sent via email with a description of the activity at least a week before the game.





COURTESY TICKETS

The distribution of courtesy tickets will be made depending on contract agreement and should be picked up the week before the game at the Club Tijuana offices during an established time.

CREDENTIALS

Credentials should be requested from the commercialization department a week before the start of the tournament, specifying the need for a credential.

The credentials will be handed out to the person designated to represent the sponsor and should be displayed at the stadium by those participating in an event in order to access the stadium.

RESTRICTIONS:

The distributed credentials are exclusive to the respective sponsor and are not transferable.

The credentials do not give more people access. If shared with another person, the credential will be cancelled.

The credentialed member needs to be working at all times and is not allowed to take photographs and seek autographs during working hours.

PROMOTIONAL ITEMS

Participating sponsors are asked to not bring prohibited items into Estadio Caliente.

Prohibited Items: any type of weapon, sharp objects, balls, bottles, cans, umbrellas, wooden sticks, objects with gun powder, deodorants, toilet paper rolls and any item that can be used as a projectile or be tossed on to

the field of play. Those who break the rule will be subject to the same sanctions Club Tijuana receives from the Mexican soccer federation.

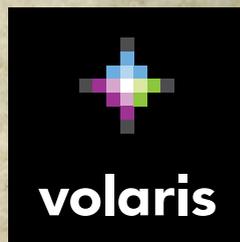
AUTOGRAPH SESSIONS

Prohibited Items: any type of weapon, sharp objects, balls, bottles, cans, umbrellas, wooden sticks, objects with gun powder, deodorants, toilet paper rolls and any item that can be used as a projectile or be tossed on to the field of play. Those who break the rule will be subject to the same sanctions Club Tijuana receives from the Mexican soccer federation.

The events need to be requested at least a month in advance, the players names will be confirmed three days before the event. The following is required:

- Tables and chairs (depending on the number of players assisting)
- Table cloth
- Permanent markers
- Bottled wáter for each player
- Tarp or canopy if outside
- Dividers to control lines
- Security personnel
- Sound system and microphone
- The players should be seating with their backs facing a wall so that people cannot come behind them. The Club Tijuana logo should also be displayed on that wall.

OFFICIAL SPONSORS



BUSSINES PARTNES



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GATORADE





MEDIA



CLUB TIJUANA MEDIA GUIDELINES:

Club Tijuana Xoloitzcuintles de Caliente recognizes the importance of journalistic coverage of the various activities the club is involved in throughout our community.

The club wants to help journalists complete their work in a timely and professional manner without setbacks.

PRACTICES

Media members will be assigned a designated area to be at during first team practices once the media members are authorized to access a Club Tijuana training session so that the media outlet can complete its work.

Let it be clear that there is no access to the practice field during first team training sessions for any media members. It is very important that media members cooperate with this rule.

HOME GAMES:

CREDENTIALS: The season credentialing period for the LIGA MX Bancomer-2014 Apertura tournament took place before the start of the LIGA MX tournament regular season.

ACCESS TO ESTADIO ALIENTE

The credential is a personal document that has the Estadio Caliente regulations on the back side. The credentialed media members should wear the credential at all times during Club Tijuana games and stadium events.

Media members will sit in the media press box with a perfect view of the match and all amenities needed to help facilitate work.

For playing field access, authorized photographers and videographers need to wear a vest which will be distributed by Club Tijuana on game day. The media member will then have access to the field through the tunnel near stadium Gate 1 (Acceso 1).

AWAY GAMES

A Club Tijuana Communications Department representative will travel to the game to help provide media members with the necessary information at the visiting city. That representative will accompany the team head coach to the post match news conference and to the assigned media mixed zone assigned by the home team.

**INTERVIEWS**

Media members must send an email to ivan.orozco@xolos.com.mx and comunicacion.xoloitzcuintles@xolos.com.mx) to request an interview with a Club Tijuana Xoloitzcuintles de Caliente administrator, coach or player.

The communications department will then be in charge of putting together the logistics to set up the interview. For interviews, please contact the following Club Tijuana representatives:

ANTONIO RODRÍGUEZ TORRES

Director of Communications and Public Relations
antonio.rodriguez@xolos.com.mx
Phone: (664) 204-71-45

GABRIELA VERA ROJAS

Media Communications and Public Relations
gabriela.vera@xolos.com.mx
Phone: (664) 408-82-07

EMOR VILLA

Communications Coordinador
emor.villa@xolos.com.mx
Phone: 411-72-93

OLIVER GASPARRI

Communications Specialist
oliver.gasparri@xolos.com.mx
Phone: (664) 331.97.31

JESÚS ARRIETA

Communications Specialist
jesus.arrieta@xolos.com.mx
Phone: (664) 406.85.82

IVÁN OROZCO

English Language Communications
ivan.orozco@xolos.com.mx
Phone: (619) 405.66.59

XOLOITZCUINTLES COMMUNICATIONS

comunicacion.xoloitzcuintles@caliente.com.mx
Phone: (664) 647.47.86



EL DOLOR ES PASAJERO, EL ORGULLO ES PARA SIEMPRE

ASEGURA TU LUGAR EN LA GUARIDA

#elequiposinfronteras



Caliente



XOLOITZCUINTLES POR LA VIDA

El Club Tijuana se presenta en evento del CAM

Inicio EL CLUB NOTICIAS TORNEOS NOTICIAS AFILIACIÓN NOTICIAS MEDIO CONTACTO

XOLOITZCUINTLES MEDIA

In an effort to provide the best service and best quality of information to our fans, Club Tijuana Xoloitzcuintles de Caliente counts with a set of informative platforms that promote our team's activities and of all the departments within our institution.

Our media services bring quick, immediate, quality access to the public, giving it all the elements that come with Club Tijuana. Those mediums include our official websites www.xolos.com.mx and www.xolosofficial.com, our official magazine, social media sites Twitter, Facebook, Instagram and the YouTube channel XoloTV, all of them in Spanish and English.

Official websites:

WWW.XOLOS.COM.MX

WWW.XOLOS.COM.MX/EN

Those are the official Club Tijuana Xoloitzcuintles de Caliente websites in Spanish and English which contain up to the minute news and information about our players, calendars, history, administration and all Club Tijuana activities.

The Club Tijuana official sites register more than 300,000 unique users and the number keeps growing.

You can also find information about each player in their profiles and of the coaching staff led by Cesar Farias.

Photo galleries, training summaries, news conferences, live broadcasts, wallpapers and game stories are some of the things you can find on our sites www.xolos.com.mx and www.xolosofficial.com to keep up to date with the Xoloitzcuintles.



CLUB TIJUANA OFFICIAL MAGAZINE

The Club Tijuana official magazine is a publication designed for the Xoloitzcuintles fan that includes the most relevant Club Tijuana news and topics. The publication goes into depth with exclusive interviews about the senior team and the reserves.

The objective of this product is to keep the fan up to date with all the team's activities, including all of its departments and the geographical region that Baja California offers.

These communications mediums bring all the information that comes out of the senior team, the reserve teams, the Centro de Iniciacion Xoloitzcuintle, Fut 7, our academies in the United States, the Xolos por la Vida program and all social responsibility events.

The Club Tijuana official magazine is a monthly publication sold through the team official stores, the official online store (www.xoloshop.com) and during home matches for \$33 pesos.

OFFICIAL GAME DAY NEWSLETTER

The official newsletter is a publication created to provide information about each game that the Xoloitzcuintles play at home.

Statistics, team atmosphere, weekly work, upcoming games, game summaries and other items are featured in this free publication distributed at every home game.



SOCIAL MEDIA



Búscanos como:
CLUB TIJUANA
XOLOITZCUINTLES DE
CALIENTE

The Xoloitzcuintles experience can be lived through social media with more than 1 million followers on Facebook, more than 200,000 followers on Twitter, 4,000 on Instagram and an infinite amount of visits on YouTube. Not to mention Club Tijuana also has official media pages in English. Club Tijuana reaches fans not only in the region but all over the world through these sites.



Búscanos como:
XOLOSOFICIAL



Búscanos como:
XOLOTV



TELEVISION BROADCAST

TV AZTECA

Mexican television network TV Azteca broadcasts Club Tijuana matches at Estadio Caliente this

season. It uses the best technology, top-of-the-line cameras and a professional production team.







ACTIVITIES IN THE USA



CLUB TIJUANA ACTIVITIES IN THE UNITED STATES

Club Tijuana Xoloitzcuintles de Caliente has created a buzz on both sides of the United States-Mexico border in recent years. The Xoloitzcuintles organization likes to think of its club as a regional team that caters to fans in the Southwestern United States and other parts of the country. The Xoloitzcuintles have adopted such role and have had a presence in the United States through friendly matches, practices, player autograph sessions and community events. Below is a list of some items Club Tijuana has recently been part of on United States soil.

EXHIBITION MATCHES IN CALIFORNIA:

- San Diego Clasico vs. MLS side Los Angeles Galaxy at sold out University of San Diego Torrero's stadium. (March, 2011)
- San Diego Clasico vs. MLS side Chivas USA at USD's Torero Stadium (February 2012)
- San Diego Clasico vs. Club America at Qualcomm Stadium (June 2012)
- Friendly match vs. L.A. Galaxy at the Home Depot Center in Carson (February 2013)
- San Diego Clasico vs. Club America at Petco Park (29,000 in attendance) July 2013
- Friendly vs. Santos Laguna in San Antonio, Texas October 2013
- LA Clasico vs. Club America at Stub Hub Center December 2013
- CONCACAF Champions League quarterfinals first leg vs. L.A. Galaxy March 2014

PRESEASON TRAINING CAMPS:

- Camps in Fresno, Oxnard and San Diego
- Preseason camp in San Diego leading into the 2013 Clausura
- Weeklong training session at Petco Park (December 2012)
- Mid season practice at Arco Olympic Training Center, first ever training outside of Mexico heading into an official LIGA MX match. (August 2012)
- 2013 Apertura preseason camp at Arco Olympic Training session (June 2013)



COMMUNITY EVENTS, PLAYER APPEARANCES, SPECIAL EVENTS AND CLUB MARKETING:

- Inauguration of Youth Academies featuring hundreds of kids in Chula Vista and Temecula
- Grand Opening, official Kiosk store at Plaza Bonita in National City
- Club Tijuana is main subject in SDSU Business Administration Case Study Competition
- Club Tijuana is official sponsor of Miracle Babies 5K Run and event at Embarcadero Park
- Club Tijuana at "Semillas de hoy" women rights convention at Hilton Bay Front Hotel
- Player autograph session at Plaza Bonita mall, about 600 fans present in two hours
- Player autograph session at Cox Communications store in San Diego
- News Conference announcing match at Petco Park, jerseys exchange with Padres players.
- "Xolos Night" at Petco Park. Club players throw out ceremonial first pitch at Padres game.
- United Cerebral Palsy charity event, Coronado, Calif. September 2013
- Xolos Night Petco Park September 2013
- San Diego Special Olympics So. Cal Regional Fall Games in Rancho Bernardo October 2013
- Player autograph session UETA Duty Free San Ysidro October 2013
- San Diego Film Festival October 2013
- Player autograph session official kiosk Plaza Bonita November 2013
- Black Friday Fest Plaza Bonita November 2013
- Jackie Robinson YMCA Holiday Toy Drive San Diego December 2013
- North American Champions Award at NMCI Conference January 2014
- Player autograph session Little Caesar's Pizza Logan Heights February 2014
- Player autograph session Cox Communications store in San Diego March 2014
- Xolos Academy FC youth clinic Southwest High in San Diego March 2014
- Friendly match Xolos Fuerzas Basicas vs. Southwest High Boys Varsity March 2014
- Mexican-Korean Festival Lynwood, Calif. April 2014
- San Diego Special Olympics So. Cal Regional Spring Games May 2014
- Club Tijuana official sponsor of Miracle Babies 5K Run at Embarcadero Park May 2014
- Official Fuerzas Basicas tryouts Cerritos College Norwalk, Calif. June 2014
- YALLA Youth Indoor Soccer tournament for refugee and immigrant kids July 2014





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HEADQUARTERS

TIJUANA, A MOVING CITY

Soccer in the Mexican first Division has become part of the phrase “Welcome to Tijuana.” Coming to this side of the international border to watch the Xoloitzcuintles has become a ritual for those who love the game in this area of the country and from the other side of the border. You can see it with the colors: Red and Black becoming more visible and common every day.

Tijuana is the most populated city in Baja California and it is located 170 km west of Mexicali, the state capital, and about 40 minutes from the port of Ensenada. Tijuana is an important fixture in the state and it is known as “the corner of Mexico” or “Mexico’s door.” The country begins here and it is the most northwestern city in Latin America.

Tijuana, along with Rosarito, Tecate and San Diego, make up the largest metropolitan zone in Mexico with more than five million residents.

The city has different name origins that include: ‘Tiguana,’ Tiuana,’ “Tegüana’, ‘Tiwana’, ‘Tijuan’ and ‘Ticuan.’

Another theory is that the first indigenous habitants called the “Cerro Colorado” (one of the tallest and reddish hills when the sun shines upon it) ‘Tijuan’ or ‘Ticuan,’ which mean “Lying turtle” but there is not enough evidence to support it.

One posible witness to this could have been the Xoloitzcuintle, the loyal guardian of these territories during the Aztec era. Now, it is our home.

WELCOME TO TIJUANA, A MOVING CITY.

BAJA CALIFORNIA TOURISM

WELCOME TO TIJUANA! NOBLE LAND WHERE VISITORS ARE PART OF OUR FAMILY

Tijuana is a high impact area when it comes to economics and social life. It's visitors and local activities have made it a dynamic and productive area.

Tourism in the area is one of the important factors in the city's productivity.

Tijuana is located in a privileged geographical region with high tourism activity which allows us to get to know and interact with our natural areas. This helps create a better quality of life for our community and professional information that helps appreciate the area.

TIJUANA CULINARY ART

The traditional community is a very important part of a country's culture. In Mexico, a diverse place, food is a great mosaic of color, taste, ingredients and food. Tijuana has always been an important part of Baja California's culinary scene. The aromas and taste that come with the different restaurants in Tijuana are a result of a fusion of Mexican food from different areas combining in a style only seen in Tijuana. Tacos and Cesar Salads are eaten here as they are typical foods in the area.

IMPORTANT ATTRACTIONS

Tijuana has a variety of important attractions and some activities that you need to add to your itinerary.

- The original Cesar Salad, invented in Tijuana in the 1930s.
- Visit the Cerveceria Tijuana micro brewery.

Try the "Baja-Med" cuisine, which combines the best products of Baja California with the taste of Mediterranean foods.

- Visit the L.A. Cetto Winery, the largest winery in Baja California.
- Visit the El Popo Market and buy candy and organic cheese from Baja California.
- Visit the Californias Museum and the El Cubo gallery at the Centro Cultural Tijuana (CECUT), the most important cultural place in the Northwest.
- Visit Hipodromo Caliente, the largest race track in Mexico.
- Take the City Tour Tijuana and get to know the historical, touristic and cultural points of the city.
- Eat delicious Tijuana style tacos at the Ahumaderos, La Ermita or Burritos Corona.
- Take the classic photo with the Burro-Zebra at Avenida Revolucion.



Tijuana has entered the modern life cycle with its own evolution in changes worldwide but it still has kept its original essence. Tijuana is a city of opportunity, industrialism, and talent, placing it among the best of the best in the world.

TOURISM INFORMATION

International Tourism Center Line

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Download our Official Tijuana Travel Guide App from the Apple Store

<http://itunes.apple.com/mx/app/tijuanaofficial-travel-guide>.

NOTE: Information partially provided by the Tijuana Tourism and Conventions Committee



CALIFORNIA

It doesn't matter how long the border wait times are but a large number of Mexicans living in the United States feel to be part of the Mexican First Division. The Xoloitzcuintles are also felt and known in the United States. California is an important part of Club Tijuana's reach in the United States. Thousands of Club Tijuana fans make the trip south every two weeks.

California was part of Mexico until the end of the Mexican-American War from 1846 to 1848. Mexico ceded part of its territory to the United States as part of the Treaty of Guadalupe Hidalgo.

The Gold Rush of 1848-1849 drew migration of about 90,000 of American to the state and California eventually became the 31st state of the Union in 1850.

Mexicans have a strong presence in California today. California's population has increased in the last decade with the Mexican populations increasing by 35% in the state with more than 11 million Mexicans in California, representing 88% of the State's population.

You could see different Mexican First Division team logos in California during the last decade but the Xoloitzcuintles emblem has become part of the collection at pubs, homes and at many different spots where the soccer fan goes to enjoy a match. It has become evident during the past few friendly matches in California (San Diego Clasico and L.A. Clasico) that there are a lot of team fans on the other side of the border and that little-by-little have identified with the philosophy of our project.



EDITORIAL

The media guide is a semester publication and official document of Club Tijuana Xoloitzcuintles de Caliente.

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