



1265 El Camino Real
Suite 103
P.O. Box 1189
Santa Clara, CA 95052-1189

Tel 408 241-9922
Fax 408 554-8886

FOR IMMEDIATE RELEASE

NAME, MASCOT REPRESENT NEW TEAM'S ATTITUDE

SAN JOSE (Tuesday, Oct. 17, 1995) -- As a noun, the word is defined as "a collision, especially a noisy one," or "a conflict." As a verb, it means "to make a loud, harsh noise," or "to collide."

Pick a definition; they all fit the image and attitude that the San Jose "Clash" hopes to portray when Major League Soccer gets under way in 1996.

"It's an exciting, innovative nickname, non-traditional and provocative, exactly the kind of thing we want in a new league," Clash President and General Manager Peter Bridgwater said. "I'm about as traditional as they come, but I love it, and I think Bay Area soccer fans, especially young fans, will love it, too."

The nickname and mascot, a scorpion, were selected by Nike, one of the team's primary sponsors. Nike also selected the team colors -- celery green, forest green, red, light teal and black -- and designed the distinctive logos.

Nike spokesperson Judy Campbell said the scorpion was selected as the Clash mascot because the long-tailed arachnid is "quick, lethal and mean." The scorpion is "a striker that hits without warning," she said, "an attacker whose defense is just more attack."

"That's exactly the image we want to present and exactly the way we want to play," Bridgwater said. "We want an aggressive, attacking team with an offensive-oriented style, with everyone going forward. I want us winning by scores like 4-3, not 1-0."

The Clash unveiled a distinct logo system, "with shapes and colors that reflect the diverse ethnic make-up and heritage of the Bay Area," Campbell said.

"The nickname, the mascot, the colors and logos ... together they create an exciting package," Bridgwater said.

CONTACT: Rick La Plante, Director of Media Relations, 408 241-9922