



News Release

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For immediate release: December 9, 2009

Ex-Cowboy mentors, gets exposure for TX high school student-athletes

Going from two and three-a-days on the football field to a life in the corporate world has proven to be a difficult transition for some, but for Former Viking and Dallas Cowboy Noel Scarlett, it has been an opportunity to start his own business and use it as a catalyst to impact the lives of Texas student-athletes in the recruiting process.

Scarlett, a personal trainer and owner of Pitbull Fitness, recently joined Athletic Scholarship Corporation's (ASC) scouting team to help young high school prospects get the exposure they need to increase their chances of being recruited by colleges and universities.

"I'm a private conditioning coach, and I work with a lot of high school, college and professional players. I saw joining ASC as an opportunity to do something that complimented what I already did. Right now I mentor people at all levels and help them achieve their fitness goals. Through ASC, I'll get to mentor students and help them get a better understanding of the recruitment process."

Noel believes ASC's personable approach has a deeper, more meaningful impact on young student-athletes and helps them make a smoother transition to the college life.

"I really like the amount of personal service we offer student-athletes. A lot of folks working with these young people keep them at arms length. The ASC approach is more hands-on and personal, and they respond very well to that. Their parents are involved in the process, and they appreciate us taking the time to explain things to them."

ASC Chief Executive A.J. Hodel expects Scarlett's experience as a professional player and trainer to help student-athletes understand the physical demands they will have to face in order to compete at the collegiate level.

"Noel's daily involvement in the complex training process at the highest level will afford our clients the best preparation mentally and physically for the college recruiting process. He also brings an unbiased opinion and training grounds to better serve our collegiate clients and parents. This will help them gauge when their son or daughter is ready to embrace the professional ranks and to measure whether they can commit to what it takes to excel at that level," Hodel stated.

Hodel sees Noel's own well-rounded approach to competing at every level furthering ASC's goal of addressing all the needs of the student-athletes it serves.

"To win in the recruiting process there are so many elements and ingredients to success, and Noel will definitely help us cover all the bases in TEXAS!"

Athletic Scholarship Corporation is a nonprofit organization committed to efficiently showcase the talents of high school student-athletes nationwide. The sports professionals and technology providers at ASC advise coaches and recruiters to help programs of all sizes find a well-rounded group of student-athletes. For more information, visit www.athleticscholarshipcorp.com.

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