



Los Angeles, CA (February 1, 2010) – The AVID Soccer Equipment Review is pleased to congratulate the winners of the ASER annual Best Of awards. Winners included Calle Republic, Concave, Puma and Diadora.

Winners are selected in each category based on value, quality and desirability. Other criterion is category specific. Winners are selected by a combination of votes from editors, testers and readers. Details are available at <http://blog.avidsoccer.com>.

The Best of 2009 are:

- [Coolest Lifestyle Product](#) – Nominees include Nike’s Holland Anthem Jacket, the adidas Hero Hoodie. The winner is the Calle Republic Rilo street shoe. Calle won over great products from adidas and Nike by creating a shoe ideally suited to the soccer lifestyle and street soccer.
- [Best Boot](#) – Nominees include the adidas Predator X and Puma v1.10. The winner is the Concave PT+. Any of these boots could have finished first and there was a strong argument for each. In the end, better grass roots support for the Concave PT+ pushed it ahead of the competition.
- [Best Ball](#) – Nominees include the adidas Jabulani and Nike Ascente. Both are world class professional quality balls, but we selected the value priced (relatively speaking) Puma WPS/King XL as the winner.
- [Best Kit](#) – Nominees include the Sarson Bonn and adidas Russian National team kit. The winner is a balance between high quality and value in the Diadora Ermano.
- [Innovative Product of the Year](#) – The first nomination for the most important award goes to the Woman’s Professional Soccer league for changing the way soccer franchises are marketed in the US. The second nomination goes to Lotto Team Sports for changing the way uniforms are designed and produced. Our winner is the Concave striking plate. It changes the way we think about hitting the ball. The Concave striking patch may be the equivalent to the oversized golf club and generate the same game changing impact.

About AVID Soccer:

AVID Soccer is a grass roots organization that provides information and training to individual players, groups and teams. AVID Soccer consists of coaches and trainers dedicated to improving the image of soccer; the level of training; and the level of play. <http://www.avidsoccer.com>

The AVID Soccer Equipment Review (ASER), one of the largest independent review sites, provides objective testing services, reviews and information on soccer equipment and related products. The AVID Soccer Equipment review web log was founded in March 2006. <http://blog.avidsoccer.com>

AVID Soccer News presents product announcements, player gossip, team transfers, lifestyle, etc. In short, we present the news and views of the soccer world. Articles are compiled from original content, press releases and reprinted publications. <http://news.avidsoccer.com>