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The Plei App is Building a Community Through Soccer, Giving Access to Anyone Who Wants to Play the Beautiful Game, On Demand.

SOUTH FLORIDA (FEBRUARY 2020) – Soccer is the global game that currently brings over 300 million people across the globe together. The toughest part about playing the beautiful game is the fact that playing it requires the assembly of not just your team, but an opposing team. The number one obstacle players of the game face today is bringing the necessary amount of people together to play the game of soccer.

The brains behind the Plei app is a duo of brothers, Sebastian and Alejandro Duque, soccer lovers and avid players of the sport who have come up with a solution that makes playing the game as easy as ordering an Uber. Players sign on to the app, choose the area that they'd like to play in, see available games, and join. Joining a game in just two clicks, users are now able to play soccer anytime, anywhere – without the hassle and headache of organizing an entire game on your own.

Since the launch of the mobile app in March of 2019, Plei has been able to build a community of over 11,000 players across South Florida and Houston, Texas. More often than not, the players who join the games don't know each other, helping players build friendships with other avid soccer players and lovers of the game.

"Since launching, we've received countless messages from our community thanking us for providing a platform where players can connect with one another, make friends, and play the sport they love," says co-founder and CEO of Plei, Sebastian Duque.

Not only does the brand focus on building community by bringing soccer players together, they are also making an impact on local businesses. Plei partners directly with soccer facilities by providing them with the Plei System: an all-in-one management platform built specifically for soccer facilities that improves internal operations. Plei's technology reads the facility's field inventory and intelligently creates Plei App games, generating extra revenue on unreserved field space.

In early February of 2020, Plei launched an equity crowdfunding campaign with the online investment platform, Republic. The startup has raised over \$65,000 in its first month, and will keep the round open for investments through the end of April 2020.

"We're beyond excited that so many people, many of whom are users of the Plei app, support our mission of making soccer accessible to as many people as possible," says Sebastian Duque. "This is the game that brings us together, and we wanted to translate the communal aspect of the sport into our business by inviting our users to become investors."

The crowdfunding campaign will help fund the hiring of more developers to make improvements and help add additional features, amongst some of which include: social aspects like adding friends, messaging other players, and even the creation of leagues and tournaments. Funding will also help accelerate the growth of the business, as Plei projects to be in ten U.S. cities by the end of 2020, and plans on expanding internationally in 2021.

For more information on Plei and the crowdfunding campaign, visit <https://republic.co/plei>.

About Plei

Plei is an app that coordinates curated soccer games for players who find it difficult to organize a game and find people to play with. Coupled with a back-end management system that is tied to soccer facilities, the app identifies open field rentals and player preferences to suggest and reserve the most optimal times.

Plei is available for download in the Apple App store and Google Play store. Visit www.plei.app for more information.

You can find Plei on all major social media platforms, @PleiApp