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Press Release

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FOR IMMEDIATE RELEASE

Reading United AC Names Rich Kessler USL2 1st Team Head Coach

Berks County native becomes the 11th men's team head coach in club history

READING, PA (November 19, 2025) – Reading United AC is proud to announce the promotion of Rich Kessler to Head Coach of the club's USL2 men's team after previously serving as an assistant coach and goalkeeper coach since 2021. He succeeds Casey Moore, who recently transitioned to the newly established position of Sporting Director following five seasons at the helm.

A proud graduate of Reading High School and Alvernia University, Kessler brings deep local roots and extensive coaching experience to the role. He is currently an Assistant Coach for Temple University Men's Soccer as well as the Director of Goalkeeping at FC Delco. Previously, Kessler coached Reading United's U23 Reserve team and was an assistant at La Salle University as well as Alvernia, where he starred as a goalkeeper from 2005–2008.

"Rich has been deeply rooted in the coaching world for years, bringing a wealth of experience across every level of amateur soccer," said Moore. "He's a proud product of Reading and Alvernia and carries immense pride for his hometown. His long-standing connection with Reading United makes him the perfect fit for our program."

As Head Coach, Kessler will oversee all aspects of Reading United's USL2 operations including player recruitment, match preparation, and on-field performance while collaborating closely with Moore and the ownership group to sustain the club's legacy as one of the nation's premier pre-professional programs.

"Rich represents the values that define our club - dedication, humility, and a drive to develop the best players," said Art Auchenbach, Vice President and Ownership Partner. "We're confident his leadership will strengthen our connection to the Reading community and continue our tradition of preparing players for the next level."

"I'm humbled to be part of an organization with such a proud history, and grateful to join the line of exceptional coaches who led the club before me," said Kessler. "This is home for me, and I'm excited and honored to give everything I have to Reading United."

Kessler becomes the 11th men's 1st team head coach in Reading United's storied 30-year history. Reading United's upcoming USL2 season schedule will be released in March 2026. Season tickets can be purchased at www.readingunitedac.com.

ABOUT READING UNITED AC

Reading United A.C. is the Greater Reading area's premier pre-professional soccer club. Led by the ownership group of Berks Professional Sports, Inc., the club was founded in 1995 as the Reading Rage. As the club entered its 2010 season a name, logo, and color change was made to better feature the ties to the local and state community as well as the soccer goals of the team and its partners. Reading United's commitment to professional player development has produced over one hundred and fifty players on rosters of professional clubs throughout the United States, Europe, and Latin America. For more information about Reading United A.C., visit www.readingunitedac.com.