



Company Round-up

Launch of leading bank of premium domain names

Domain Hypermarket was officially launched in April by 34-year-old Scottish businessman Martin Newman.

Newman has established a database of over 2000 premium domain names categorised into diamond, platinum, gold, silver and bronze domains. Some of the premium names available for purchase from Domain Hypermarket are:

- ManUnited.com
- GolfingWorldwide.com
- BritishSport.com

Newman commented: "I was a late developer for my age (in surfing terms) but once I started to use the Internet for both business and personal reasons I was hooked. I quickly realised that most people are intuitive browsers and recognised the value to companies of registering a good generic name, which will point people directly to their Web-site.

"Domain Hypermarket's own Web-site is a top level domain (TLD) dot com and we have invested heavily in buying dot coms and other TLDs for those of our clients with an eye on the global market. However, to date, over 1,002 million people have invested in the second level domain .co.uk so we have also concentrated in building up a range of premium .co.uk's.

"Good domain names are fast becoming endangered species so our site will become ever more important for businesses who are serious about e-commerce.

"With an eye to our own future we are con-

stantly monitoring future developments and should any other top line domains be introduced we will make sure that we invest in these areas to ensure that Domain Hypermarket remains the number one site for buying or selling premier Web addresses."

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Domain Hypermarket: www.domainhypermarket.com

Guinness wins top trophy at Hollis Sponsorship awards

The Guinness sponsorship of the Rugby World Cup '99 won the Hollis Sponsorship of the Year Trophy at the Awards Dinner held at the Science Museum, London in April. The trophy is sponsored by Sky Television.

The Hollis Sponsorship Awards with ESCA (European Sponsorship Consultants Association) are the showcase for sports sponsorship, aimed at rewarding creativity in concept, expertise in exploitation and most importantly outstanding outcomes matching original aims and objectives.

Guinness met all criteria in full. Judges commended the sponsorship for its excellent synergy, its thorough exploitation, its impressive return on investment and its success in capturing attention in a crowded market.

The Hollis Sponsorship Personality of the Year award was presented to Barrie Gill, chairman of ESCA and CSS Stellar. Presenting the award Managing Director of Hollis Directories Ltd Gary Zabel said: "Barrie is rightly regarded as a pioneer of sponsorship in the UK."



Hollis Sponsorship Awards category winners were:

- Sports Sponsorship (sponsored by Icon Display and supported by the Institute of Sports Sponsorship): The FA Carling Premiership sponsored by Carling, entered by Bass Brewers.
- Brand Sponsorship (sponsored by Clintons Solicitors). The Rugby World Cup '99 sponsored by Guinness, entered by Octagon Marketing.
- First Time Sponsorship The Oxford & Cambridge Boat Race sponsored by Aberdeen Asset Management, entered by Ketchum Sponsorship.
- Sponsorship Continuity. (sponsored by Media Works). The FA Carling Premiership sponsored by Carling, entered by Bass Brewers.
- ESCA International Sponsorship Award. The Rugby World Cup '99 sponsored by Guinness, entered by Octagon.
- Best use of Research in a Sponsorship Campaign.(sponsored by Ipsos-RSL, Sponsorship Research International and Marketlink Research). The Rugby World Cup '99 Official Web Site sponsored by British Telecommunications Internet & e-Business Division, entered by Redmandarin.
- Best use of the Internet (sponsored by Sports.com). The Rugby World Cup '99 Official Web Site sponsored by British

Telecommunication's Internet & e-Business Division, entered by Redmandarin.

- Best use of Public Relations (sponsored by Durrants). The FA Cup sponsored by AXA, entered by John Taylor International.

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'One stop shop' with launch of new European and domestic football Web-site

Onefootball.com was launched in April and is the brainchild of two prominent journalists and is set to radically change the way in which football fans consume their information via the Internet.

Richard Ellis, Chief Executive of Digital Sport (the company behind the launch) and James Allen, Editorial Director, are the pioneers behind the venture.

Richard is the ex-managing editor of the Sunday Times, executive editor of the Express and deputy of editor of the Sporting Life. James Allen held senior positions on the sports desks of the Sporting Life, The Times and has also worked for the Independent and the Independent on Sunday.

The launch was supported by a ú1m poster, national press, magazine and an on-line campaign which began in May and was scheduled to last for three months and then to be followed by a sustained campaign. Marketing Communications agency,



Billington Cartmell (BCL) is co-ordinating all advertising, PR, on-line marketing and sales promotion activity. As part of their umbrella marketing role BCL recruited specialists in the areas of public relations (Golin/Harris International), media buying (AMS) and on-line sales and sponsorship (Real Media) to help successfully launch and maintain a presence for onefootball.com.

A football celebrity party for onefootball.com was planned for 19th April to coincide with Manchester United's quarter final Champions League clash against Real Madrid. The launch day was marked with an announcement of the findings of football's first ever pan-European fan survey. The survey, which was commissioned by onefootball.com and conducted by NOP was designed to show the differences between football consumption across the Continent.

The onefootball.com proposition is clear: to become the definitive football web-site – a news service, fact file, ticket and travel office and betting shop for both domestic and European football fans.

Richard Ellis and James Allen have cut through the plethora of football Web-sites by offering a site that has everything in one place – a one-stop shop for football fans over Europe. The site will offer a unique travel service to selected European matches. Fans can book flights, match tickets and accommodation all on-line and even be advised on where to best meet for a drink before the game.

The site has unique benefits when it comes to placing bets on-line. Fans will be presented with statistical information on-

screen which is relevant to their chosen bet when considering the odds and prices. Other on-line betting sites offer odds and prices, but it is the fans who invest with onefootball.com who will be the best informed. Among several on-line analysts and tipsters writing for onefootball.com will be Angus Loughran (formerly Statto) who also writes for the Daily Telegraph. Fans are given the additional bonus of tax-free betting.

Coral International have a stake in onefootball.com and their on-line betting service. Eurobet is the betting partner for the site. BAC Sport will provide the unique travel service in a reciprocal alliance with onefootball.com.

In-market journalists will create unrivalled content to cover all 51 UEFA countries. Over 100 onefootball.com journalists will provide up-to-the-minute news, scores, match results, player profiles, reports and information to cover top domestic football, pan-European competitions and international matches. In short, 51 countries, 700 clubs, and 22,000 players will be covered on one site.

CONTACTS

onefootball.com. Carolyn Small or Richard Mackey at the Press Office on +44 (0)20 7898 3367 (csmall@golinharris.com).

The 'BEST' choice of sports stars

BEST (British and European Sports Talent Limited), a new consultancy which markets and manages celebrities from the world of sport, was launched at the International Confex 2000 exhibition in March at Earls Court Exhibition Centre.

BEST is a division of The Celebrity Group,



which already represents a host of famous athletes and sports stars. The new division helps businesses, PR, marketing and advertising agencies to source the right personality for particular promotional campaigns, corporate events, conferences etc.

Ron Mowlam, Managing Director of The Celebrity Group commented: "Great Britain has produced some of the most successful sports talent in the world. People such as David Beckham and Denise Lewis are no longer simply athletes, but major international celebrities in their own right. BEST makes them more accessible for personal appearances, photo-opportunities, corporate entertainment and other promotional events. This also helps the stars to take advantage of the commercial opportunities available, and to maximise earnings from a sports career which can be painfully short."

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Hyundai kicks off Euro 2000

Hyundai, the official automotive sponsor of the European football championship Euro 2000 is organising a giant football to tour England as one of 16 balls in support of the countries participating in the competition. The 'Goodwill Ball Tour' will give England fans the chance to sign the ball with messages of support for the national team.

The ball was kicked off in London in April and toured 25 city centres or selected Hyundai dealers across the country throughout May in the run up to Euro 2000.

At each of the places the ball visited, fans

not only signed the ball but took part in various football activities with the chance of winning Euro 2000 tickets and prizes.

The ball is just one of 16 four-metre high giant national footballs, one for each participating country which started their journey from the Belgian national stadium in April.

At the beginning of June, the 16 balls were reunited in Brussels for a big European day, hosted by the Mayor of Brussels in Belgium's main square, the Grand Place. The central theme of the day was friendship between the various teams and supports. The final journey of the giant Hyundai Goodwill Football was to follow its team through the competition with the two competing nations' balls for each game being highly visible in the host cities on match days.

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Powerleague to expand five-a-side soccer centres

Powerleague Group Limited, the UK's leading operator of five-a-side soccer centres, was set to capitalise on the growing popularity of the "beautiful game" by embarking on a multi-million pound expansion programme. Starting in May construction began on four new sites at Birmingham, Slough,



Stockport and Norbury (near Croydon) which will increase the Powerleague branch network to 19. Work on a further four sites is due to start in the autumn with 25 sites opened by 2001.

The first phase of the expansion programme will cost more than £8 million and follows the merger of the Powerplay and Pitz businesses last December which was funded by a £53 million investment from 3i and Bank of Scotland.

The Powerleague business comprises purpose built centres containing up to 15 floodlit, outdoor, all weather five-a-side soccer pitches. Each site features high quality changing facilities, along with a bar and function room.

Powerleague works closely with local community leaders and sports officials and has invested in both public and schools facilities. In doing so the company has provided schools, youth groups and the under privileged with access to state of the art sports facilities that would otherwise not exist.

This sporting formula, which has been in existence for 12 years, has found a large and successful niche in the health and fitness market, building on the growth in popularity of football and the general move towards a healthier lifestyle amongst men. It has also been at the forefront of developing youth soccer and is well placed to drive the popularity of the female game.

Each week more than 100,000 customers use the centre network, playing in competitive leagues, social games or corporate tournaments. Corporate customers include staff from household names such as Tesco, McDonalds and Carlsberg-Tetley as well as

many of the leading names in the city.

Martyn Grealey, managing director of Powerleague, said the company was well placed to build on its position as the UK's number one operator of five-a-side soccer centres. "This is a major step forward for our brand which has proven itself as having the potential to play a major role in the health and fitness market. By offering a unique product that appeals to a broad cross section of the community I am confident that we will increase the exposure of our name and provide even greater access for people who want to play football on either a competitive or purely social basis."

CONTACTS

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Teamtalk.com launches rugby offensive

Teamtalk.com is supporting the addition of rugby league to its Web-site with a concentrated advertising and marketing campaign which commented in May.

The marketing strategy is built around the use of selected newspaper titles in the key rugby league areas along with specialist rugby league publications. An on-line strategy is under discussion. The series of creative treatments for the campaign targets the site's key features of passion for the sport, independence and immediacy of information.

Teamtalk.com also secured a match sponsorship deal for the Leeds Rhinos V Bradford Bulls fixture in May which is a



repeat of the recent Silk Cut Challenge Cup Final. The match was televised live on Sky Sports and certain activities were planned including pitch branding, giveaways and competitions with the local media.

Rugby league (and rugby union) are recent additions to the Teamtalk.com site which sees itself as the country's leading site for UK football news.

Teamtalk.com marketing director Tony Moss was confident rugby fans will be delighted with the site. "Based right in the heartland of rugby league means our finger is fully on the pulse which will be reflected in the quality of the news and associated features we provide. Our marketing is aimed at heightening awareness of this aspect of the site at a crucial time of the season."

Teamtalk.com is planning to add other sports to its site in the coming months.

CONTACTS

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Ericsson sponsors official Football European Championship web-site

Ericsson announced in April an agreement to become the official communications sponsor for the definitive Euro 2000 Web-site – Eurofinals365.com. The deal was set to run until the end of the tournament. The initiative was part of Ericsson's ongoing commitment to sport which includes its current sponsorship of First Division football team Queens Park Rangers.

Ericsson will provide branding across all areas of Eurofinals365.com with the focus on

interactive communication between football fanatics and those caught in the European Cup frenzy. Hyperlinks will offer Web users the opportunity to view (and win) the latest Ericsson products including the MC218 palmtop, R320 and T28 mobile phones.

Ericsson will be directly sponsoring six live chat events, allowing fans to speak to their England heroes throughout the competition. In addition, a dedicated discussion forum allows fans to communicate their views before and during the tournament as the action unfolds. There is also the chance for Web users to win Manchester United, Chelsea and QPR tickets for next season.

Lindsay James, brand manager, Ericsson Consumer Products in the UK sees the sponsorship benefiting all parties concerned: "We're delighted to be in partnership with Eurofinals365.com – we believe the site will provide users with an innovative and interactive way to showcase Euro 2000 and the new range of Ericsson products, whilst continuing to bring QPR sponsorship to a broader audience."

Skydivers Shape up

In April a brand-new Gloucestershire-based parachute team launched a bid to win a series of world records for the UK. The Shape Skydivers team plan to attempt five world skydiving records during the summer and are launching the challenge with an attempt at the European women's vertical speed skydiving record.

27-year-old Shape team-member Jude Haig won the '99 European title of "Fastest Woman through Air" in Gap, France, and now hopes to break her current record over



British soil. She expected to reach speeds in excess of 250mph (400kmp).

The Shape challenges include:

- The highest altitude tandem descent in the world;
- The world record for the most descents in one day by one person (currently at 360);
- The world's oldest male skydiver;
- The world record for the highest altitude descent by a woman (civilian).

CONTACTS

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Wideyes sponsors Team Human Link

Wideyes, the pioneer of third generation Internet recruitment, announced in April that it was to sponsor Team Human Link (THL), a leading multisport team that competes around the globe. Wideyes has selected THL because both companies appreciate the contribution individual talents make towards creating a successful team. THL is a team of nine that competes in global physical challenge events which last for a number of days and cover a number of sporting disciplines; while Wideyes helps candidates realise their aspirations, and enables companies to build global teams, which meet and exceed business needs.

At the end of April THL went to Nepal and Tibet for the Raid Gauloise, where it will be the first such team to broadcast its chal-

lenges to Internet users. With the support of Wideyes, THL is using cutting edge technology to transmit webTV via satellite phones. Their supporters will be able to watch the team as they compete in extreme sports including mountain biking, mountain orienteering, canyoning, hydrospeed swimming, rafting and "ride and run" (five people, one horse). After Tibet, the team's next challenge is the Salomon Xadventure, which is being held in the Pyrenees in June 2000.

Marie Baillot Sommar, marketing director for Wideyes, said:

"Extreme sports require a certain type of individual; someone who is willing to go where they have never been before, and accept challenges that stretch them to their physical and emotional limits. We encourage this of all our candidates so they can fulfil their dreams and ambitions. Wideyes is pleased to work with THL, as they represent many of the values of the truly talented and successful recruitment candidate."

Michael Lemmel, of Team Human Link, said: "Sport, as with the work environment, is not just about being physically fit or having the right CV. To succeed you need strong emotional and psychological skills to judge a situation, work with a team and be flexible under pressure. Wideyes is adding value to society by bringing people together in a world where uniting skills with demand is increasingly difficult. This notion of help and support is something our team values highly."

Team Human Link is one of the world's most successful multisport teams, and has belonged to the world endurance elite since 1995. They have also developed a reputation for innovative sponsorship; their 1999



programme received recognition from leading Swedish magazine, Vision. Other high-profile THL sponsors include Salomon, the leading supplier of ski and skate equipment and Telia Mobile, Sweden's top mobile telecommunications company.

CONTACTS

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Canterbury strengthens stable of sponsored teams

Canterbury of New Zealand, presenting itself as the world's largest rugby manufacturer, has secured a series of significant signings for the 2000/01 season. 1999 World Cup holders Australia, reigning Five Nations champions Scotland, fellow Six Nations team Ireland, along with leading UK clubs Northampton and Ponympridd will all provide Canterbury with an impressive starting line up of sponsored teams for the new season.

Canterbury of New Zealand was formed in 1923 to manufacture and supply rugby jerseys to the New Zealand All Blacks. The framework for its European ambitions was laid in 1998 when Canterbury purchased Cotton Oxford, Europe's largest manufacturer of rugby jerseys.

The company is now the world's largest rugby dedicated company and provides official strips to 100 of the world's top rugby teams including 1999 World Cup Champions, Australia and '99 World Cup competitors, Scotland, Italy, Tonga, Canada, Japan, Fiji and Namibia. In the UK

Canterbury sponsors several top club sides including Saracens, London Wasps, Swansea, Northampton and London Broncos.

CONTACTS

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World Wrestling Federation in US\$35 million Smackdown! with Sky Sports & Sky One

World Wrestling Federation Entertainment Inc (WWFE) agreed a new five-year deal with Sky Sports and Sky One in February that is estimated to generate more than US\$35 million in revenues. The new agreement expands WWFE programming on the two channels by 144 hours and provides viewers with 388 hours of first run programming per year, and includes WWFE's new flagship show Smackdown! which now airs on Saturdays in daytime on Sky One and in its late night format on Sky Sports. The deal with Sky is WWFE's first agreement to extend Smackdown! to international markets; in the USA, Smackdown! Airs on network television on UPN and is the number one rated sports/entertainment show for males aged between 12 and 24.

Also, exclusive to Sky Sports, will be late night versions of Live Wire, Meal and Superstars with the edited editions of these programmes continuing to be shown on Sky One during the daytime. The late night only showing of Raw will continue on Friday nights on Sky Sports as well as coverage of



live special events including King of the Ring (June), Summerslam (August), Unforgiven (September), No Mercy (October), and Survivor Series (November). Sky Sports viewers will also have the chance to relive the best of WWFE in Classics on Mondays bringing a total of 440 hours of programming per year.

Andrew Whitaker, Senior Vice President, International Television, WWFE, commented: "The significant renewal of WWFE's 13 year relationship with Sky Sports reaffirms the value that WWFE places on continuing to grow our unique branded content in the UK."

Roger Moody, Commercial & Development, Sky Sports, said: "WWFE is an extremely important programming strand both on Sky Sports and Sky One as is proved by the ratings we receive. We are pleased to have renewed this agreement with one of our longest standing contractual partners."

CONTACTS

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Decipher appointed to handle Samsung's UK Olympic Partner PR

Samsung Electronics, official wireless communications equipment partner of the Sydney 2000 Olympic Games, appointed Decipher Public Relations to support the company's UK Olympic marketing activities.

Samsung is one of eleven TOP (The Olympic Partner) sponsors of the Olympic Games. In addition to supplying all wireless

communications equipment including mobile phones, for Sydney 2000, the company is running a number of on-site programmes to benefit the athletes and spectators.

Ali Demin, Executive Director, Samsung UK Ltd explained: "Samsung is investing £125 million in a world-wide Olympic marketing programme, operating across 40 countries. Decipher will implement a PR programme to support the unique mix of technology and human interest in the UK Olympic marketing programme."

Caroline Drummond, Director, Decipher PR, commented: "We will launch Samsung's National consumer competition, Go To Sydney, scheduled to run during June and July, 2000 and will work closely with Catalyst Communications to support Samsung's high-end range of feature-rich cellular and DECT product. The PR programme will also explore the wide range of human interest stories Samsung has to offer."

As the presenting partner of Samsung Athletes' Host 2000 programme (Samsung AFH 2000), the company is using its sponsorship to maximise family support for athletes in Sydney during the Olympic Games. Through Samsung AFH2000, Australian families living in Sydney will offer free accommodation and breakfast for two people per athlete, for up to eight days.

Olympic Rendezvous@Samsung is a key component of Samsung's programme to "share the spirit" of the Olympic Games. As a meeting place exclusively for athletes and their families, the centre will be designed and equipped by Samsung with leading edge Internet and wireless technology. Olympic Rendezvous@Samsung will also



offer athletes access to high-speed communications with friends and family not present in Sydney for the Olympic Games.

The Samsung Pavilion, an interactive, digital centre located next to Olympic Rendezvous@samsung, will showcase Samsung's digital telecom product range. It is here that the "Share the moment call" campaign, a Samsung initiative introduced with great success in the Nagano Olympic Winter Games, will be repeated. "Share The Moment Call" offers athletes, media and spectators the opportunity to experience Samsung's wireless telecom technology first-hand.

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Charlton Athletic moves into the fast lane with Redbus

Charlton Athletic Football Club announced in March a major sponsorship deal with Redbus Investments, the investment business set up by Demon Internet founder Cliff Stanford to turn British ideas into opportunities. The deal is worth £2.5 million over three years in the FA Premier League, is the largest shirt sponsorship deal in the club's history and confirms Charlton Athletic's position as one of the fastest growing clubs in professional football.

Cliff Stanford, founder and managing director of Redbus commented: "Redbus is dedicated to supporting the rising stars in British business and in Charlton Athletic we are looking forward to seeing the Redbus brand on the shirts of a rising force in British football. Without doubt, Charlton Athletic have proved to be an outstanding side in this season's very strong First Division and intend to build upon this success. Like Charlton Athletic, Redbus is enjoying a period of tremendous growth and looks forward to making a real contribution to Charlton Athletic as a Premier League side."

Richard Murray, chairman of Charlton Athletic plc commented: "In today's sporting world, success in the boardroom is a key component of success on the playing field. A shirt sponsorship deal of this magnitude with Redbus is testament to our ambition. We have invested heavily in the club's infrastructure in the past few years and have our sights set firmly on sporting achievement at the highest level. Turning ideas into opportunities is at the core of the Redbus ideology and as a club we are eager to turn the dreams of the supporters, players and management into reality."

Charlton Athletic is one of the most family orientated football clubs in the UK and is at the forefront of community based initiatives. The three-year sponsorship agreement commences at the start of next season. In light of the enhanced sponsorship agreement available to Charlton Athletic from Redbus, Mesh Computers the current shirt sponsors, have generously agreed to conclude their current agreement one year early.



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Nationwide Building Society scores a unique sponsorship hat-trick

Nationwide Building Society and talkSPORT completed a unique triple sponsorship deal in March. The building society extended its partnership with the UK's first and only sports radio station by signing The Wireless Group's biggest deal.

The three property deal sees the Nationwide Building Society sponsor the station's exclusive Kevin Keegan phone-ins, all of England's internationals in the run-up to Euro 2000, and the combined coverage of talkSPORT and The Wireless Group's network of ILR stations of Euro 2000. Whilst also benefiting from web links to Nationwide's own football Web-site with streamed coverage of the Keegan phone-ins, the building society will receive branding on national and local press advertising as well as the talkSPORT interactive Sport Bus which will be at all England's Wembley matches.

This package was created by talkSPORT's sponsorship manager, Adam Roland and MGA Broadcasting (Nationwide's sponsorship agency). The deal guarantees a strong presence for Nationwide Building Society during England's matches, both at U21 and senior

level in the run up to and during Euro 2000.

Peter Gandolfi, Head of Sponsorship at Nationwide, said: "As the official England team sponsor, it's great to see our sponsorship of talkSPORT's coverage of the England Football Team's progress towards Euro 2000. Nationwide's involvement with talkSPORT will, I am sure, enhance and strengthen our association with the national team and bring the interest and excitement generated to as many people as possible. We are always looking for new and innovative ways of communicating with our members and the football public. talkSPORT's extensive coverage of England's progress towards EURO 2000 will enable us to do just that."

Following talkSPORT's increase in reach in last quarter's Rajar figures, this through-the-line deal reaffirms Impact Sales as the one stop shop for radio event sponsorship. The three way partnership builds on the strong relationship talkSPORT already has with the FA as their official commercial radio partner, whilst consolidating Nationwide's position as England team sponsor.

Chris Morgan, Head of Sponsorship at Impact said: "talkSPORT is all about taking coverage of the England team to a wider grass roots fan base. Nationwide's association with the England team and their broad customer base makes them a perfect partner for us. We are delighted Nationwide have taken up radio's first combined national and ILR network event."

CONTACTS

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United Pan-Europe Communications sponsors Arrows F1 Team

chello broadband nv (chello), one of the world's leading broadband Internet companies, entered the high-speed, high profile world of Formula One motor racing in March with the announcement of UPC's three-year sponsorship deal with the Arrows F1 Team at chello's corporate offices in Amsterdam.

UPC will be using the sponsorship to promote its global broadband Internet brand, chello, whose logo colourways will feature on all Arrows F1 Team livery as a main sponsor, including the suits of Jos Verstappen and Pedro de la Rosa, the Arrows drivers.

Mark Schneider, chairman and CEO of UPC and chairman of chello broadband nv, commented: "UPC is the most dynamic and innovative cable communications company in Europe and our sponsorship with the Arrows F1 Team will help communicate our drive and excitement on a global basis. We chose our chello brand to be featured on the team livery and all associated material because of the obvious synergy between Formula One racing and high speed broadband Internet. Both share strong central themes of excitement, speed and energy, while demonstrating what can be attained at the pinnacle of technological achievement. At the same time our involvement with the Arrows team presents multiple opportunities to enhance our programming and content portfolio, especially UPCtv with its special interest channels."

Roger Lynch, President and CEO of chello broadband nv, added: "The chello sponsored Arrows F1 Team will deliver strong international visibility to the chello brand

right from the start of this year's race season. Formula One racing has a global audience of hundreds of millions of people, so this means we will be reaching a huge proportion of our existing and potential customers with the chello brand in a way which is totally consistent with our product proposition."

Arrows Chairman Tom Walkinshaw said: "The chello brand is a perfect fit as a main sponsor of the Arrows F1 Team. We are looking forward to a successful race season and welcome chello as one of our primary sponsors."

CONTACTS

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Orange unveils major £70 million global F1 sponsorship deal

Orange announced in March a major £70 million global sponsorship deal. Orange has entered F1 racing in a three year title sponsorship deal with the Arrows F1 Team. Orange will also be official communications supplier for the team, which will be known as the Orange Arrows F1 team.

The deal signals a major move by Orange into the arena of sports sponsorship. It reflects Orange's intention to be a global communications brand and underlines its



aim to be present in 50 countries by 2003.

Orange will use the sponsorship to promote its brand and its advanced communications services in all key markets around the world.

The agreement with the team is wide-ranging and includes title sponsorship, team and car branding, and a variety of promotional, hospitality and marketing activities. Importantly, Orange is the official communications provider to the team and launched a WAP-based information service, which was available for the first race of the season, the Australian Grand Prix in Melbourne. Orange will provide news and information from the Orange Arrows F1 Team, including unofficial lap times, lap by lap reports and team news.

Hans Snook, CEO of Orange said: "This is a great sponsorship for Orange. Formula One racing is one of the most dynamic sports in the world, relying on leading-edge technologies and continually pushing the boundaries of technological and engineering excellence. Orange has a similar focus on innovation and technical leadership. This, alongside access to a global audience, provides clear synergies for us.

"There is no better way of promoting Orange to our existing markets, as well as to new markets, than through Formula One.

"This is a ground-breaking agreement, not only in that it is probably one of the largest communications sponsorships in the sport, but it is also the beginning of hi-tech brand dominance in Formula One sponsorship. The

Arrows Team is a British-based company with, we think, tremendous potential. We are looking forward to establishing what promises to be a dynamic and successful partnership, which exploits our communications leadership for the world of Formula One."

Tom Walkinshaw, Chairman of the Arrows F1 Team said: "Orange and Arrows are both involved in businesses where speed is of the essence and timing is crucial. Both companies are also involved in businesses that are at the leading edge of technology. We are looking forward to the wealth of new advanced communications that Orange can offer to us and to Arrows' fans worldwide. I am delighted to say that the future's bright, the future's Orange and Arrows."

Orange and Arrows will work together to develop sophisticated telemetry and wire-free data and video applications, including those for the team's car-to-pit communications. Technicians from Orange and Arrows will work both at Leaffield, Arrows' state-of-the-art headquarters, and Orange's high-tech laboratories worldwide.

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