



Union des associations européennes de football

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PlayStation extends sponsorship of the UEFA Champions League

Sony Computer Entertainment Europe to continue as Official Sponsor for 2009-2012

UEFA today announced the extension of its sponsorship agreement with Sony Computer Entertainment Europe (S.C.E.E.) and its brand PlayStation for the UEFA Champions League seasons 2009 to 2012, and for the UEFA Super Cup in 2009, 2010 and 2011.

With the renewal of this agreement, PlayStation will continue its long association with Europe's most prestigious club football competition.

PlayStation joins Heineken, Sony, UniCredit and MasterCard as the fifth official partner for the 2009-2012 seasons.

Commenting on the agreement, David Taylor, UEFA General Secretary, said:

"We are very pleased that such a global player has chosen to renew its agreement with UEFA and with the UEFA Champions League. This extension proves what a strong relationship we have and that the UEFA Champions League continues to be an important part of PlayStation's communication strategy.

"We are sure that the UEFA Champions League sponsorship platform will provide PlayStation with excellent opportunities to develop their prestigious and well-known brand, and that it will also foster the link between the UEFA Champions League and the fan base of the PlayStation products."

SCEE's Vice-President of Consumer Marketing, Darren Carter, said:

"Football has been in our blood for a very long time and is something that along with unique and entertaining games excites PlayStation fans. The UEFA Champions League offers us an opportunity to talk to football fans around the world, especially throughout Europe and by combining the incredible content of the UEFA Champions League with the diverse features of PlayStation products, we feel that we can bring football to our community in ways no one else can."

TEAM Marketing AG is the exclusive marketing agency of UEFA for the UEFA Champions League.

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