



Union des associations européennes de football



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UEFA announces new licensing programme for UEFA Champions League

Worldwide programme to roll-out in spring 2007

Just a few weeks after unveiling the new brand identity for the UEFA Champions League for the next three seasons, UEFA has taken a new step to further build the brand equity of the UEFA Champions League by announcing the development of a new worldwide multi-category licensing programme.

The licensed products will support and reflect the image and values of this premium club football competition, and will further help to promote the global approach of the competition through their availability via a wide range of distribution channels.

The product collections will be comprehensive and will include; watches, eyewear, stationery, writing instrument, travel goods, gifts and men's accessories.

Warner Bros. Consumer Products has been appointed to manage the licensing programme on a worldwide basis.

The first product collection is expected for spring of 2007 in time for the build-up to the UEFA Champions League Final in Athens. Retail roll-out will include an online component to allow fans worldwide to access the new collection.

Commenting on the agreement Director of UEFA Marketing and Media Rights, Philippe Le Floc'h said:

"With the launch of the new UEFA Champions League identity this season we were keen to utilise opportunities to maximise the brand visibility. Extending the UEFA Champions League experience into a selective range of quality products that are widely available will bring the UEFA Champions League closer to the fans. We are therefore very happy to be working in collaboration with a partner as experienced in licensing and distribution as Warner Bros. Consumer Products".

"This is fantastic news for Warner Bros. Consumer Products and UEFA. The UEFA Champions League is one of the most prestigious and recognisable sporting brands in the world and we are confident that the range of licensed products will also reflect the prestige and quality of the competition," said Pilar Zulueta, Senior Vice President and General Manager, Europe, Middle East and Africa for Warner Bros. Consumer Products. "It is our intention to take a selective licensing approach and to focus on developing the appropriate level of retail distribution and visibility to support the new brand identity".

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