



Union des associations européennes de football



**Media Release**

Date: 28/08/2008

**Communiqué aux médias**

No. 110

**Medien-Mitteilung**

## ***Sony Europe extends sponsorship of the UEFA Champions League***

### **Sony Electronics Europe to continue as Official Sponsor for 2009-2012**

UEFA today announced the extension of its sponsorship agreement with Sony Europe for the UEFA Champions League seasons 2009 to 2012.

With the renewal of this agreement, Sony will continue its association with Europe's most prestigious club football tournament, a partnership which started in 2006.

Philippe Le Floc'h, Marketing Director of UEFA, said:

"We are extremely pleased that such a truly global player has chosen to extend its agreement with UEFA and with the UEFA Champions League. The UEFA Champions League continues to be a very valuable platform for our sponsor partners and we are sure that it will provide Sony with excellent opportunities to connect with the fans and further strengthen their brand identity."

Ben Moore, Vice President Marketing Communications Sony Europe said:

"We are excited to be able to announce our continued sponsorship, as we see the UEFA Champions League as the ideal platform on which to be able to demonstrate the full capabilities of our HD products, and especially our BRAVIA TV range with 200Hz Motionflow™ technology - specifically designed to make watching football and other sports on TV even smoother and more exciting."

Sony Europe is the second of six official sponsors whose agreement with UEFA for the 2009-2012 period of the UEFA Champions League is announced.

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

**For further information:  
UEFA Media Services: ++41 848 04 27 27**

Route de Genève 46  
CH-1260 Nyon 2  
Tel. +41 848 04 27 27  
Fax +41 22 707 28 38  
media@uefa.ch  
**uefa.com**