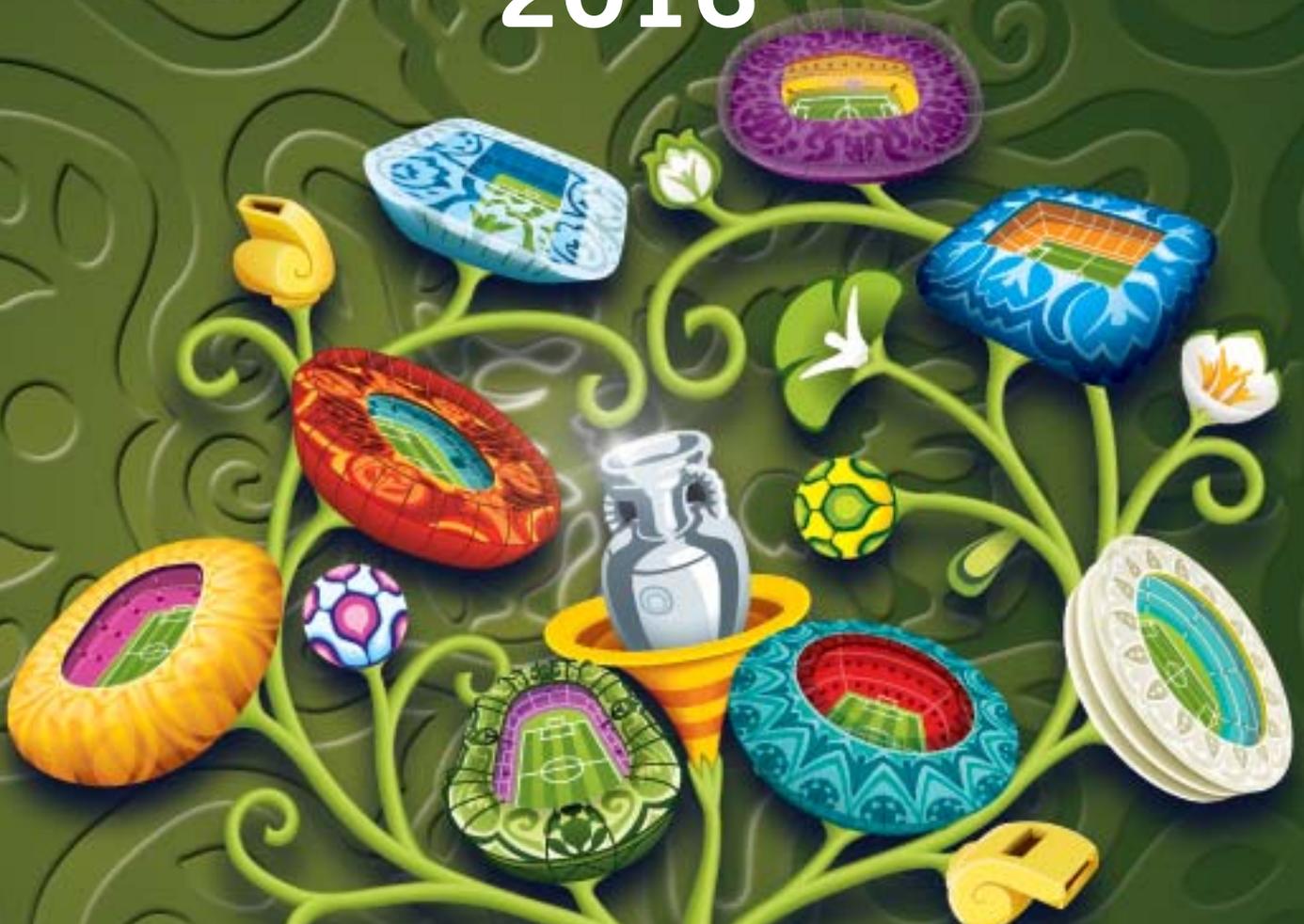




**Coca-Cola signs as Official
Sponsor for UEFA EURO
2012™ and UEFA EURO
2016™**





Union des associations européennes de football

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Coca-Cola becomes the third UEFA EURO 2012™ global partner

UEFA and Coca-Cola today announced an extension of their long term sponsorship agreement during a special ceremony at the Palace of Culture and Science in Warsaw, the very same location where the draw for the qualifying competition of UEFA EURO 2012™ was held on last 7 February.

UEFA and Coca-Cola officially signed the agreement which will cover all competitions listed under the UEFA EUROTOP programme until 2017 (see note to editors).

Coca-Cola therefore becomes the third global partner for UEFA's flagship national team competition following on from the previous announcement of the adidas and Castrol agreements.

As part of its sponsorship agreement, which includes integrated broadcast sponsorship rights in Europe, Coca-Cola will continue to offer football fans sole and exclusive programmes such as "flag bearers" and "ultimate access". In addition, Coca-Cola will benefit from exclusive marketing rights for non-alcoholic beverages in official premises of the competitions.

"Our long partnership with UEFA has proven to be very successful and we are proud to officially announce its renewal." said Dirk Veyser, Business Unit President Coca-Cola Northern Central Europe.

"I'm happy that for the first time in history an event like UEFA EURO 2012™ will be organised in this part of the world. The event offers Coca-Cola a unique opportunity to refresh and share the joy of football with millions of fans as well as strengthen our position on the non-alcoholic beverage market in Poland and Ukraine." he added.

Commenting on the announcement, David Taylor, CEO of UEFA Events S.A., said:

"The commitment of Coca-Cola to sponsor UEFA EURO 2012™ and all our EUROTOP competitions is a further vote of confidence in the tournaments we organise and we are delighted to continue our long-standing relationship with Coca-Cola."

Note to editors:

UEFA Events SA is a wholly-owned subsidiary of UEFA and has been created to manage and handle UEFA's commercial and event operations.

In addition to UEFA EURO 2012™ and UEFA EURO 2016™, the UEFA EUROTOP programme includes other national team competitions, such as the UEFA European Under-21 Championship (2011, 2013, 2015 & 2017), the UEFA European Women's Championship 2013 and 2017, and the UEFA Futsal Championships 2012, 2014 and 2016.

Further global sponsorship agreements are expected to be made imminently.

**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