



Union des associations européennes de football



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Official Superstore of UEFA EURO 2004™ opens

Over 350 Official Licensed Products available at 1,350m2 store

UEFA announced today the opening of the Official Superstore for UEFA EURO 2004™ in Lisbon. The Superstore was officially opened to the press by Eusebio at 12.00 today. The Superstore is located at Pavilhão do Futuro, Parque das Nações area in Lisbon, opposite the site of UEFA'S forthcoming Fan Park.

The Superstore interior is over 1000 square meters in size, and certainly won't be missed with a 1350 square metre building-wrap covering the building. The Superstore will be open from June 4th until July 11th from 10.00am to 00.00am daily. With 15,000 visitors a day expected, over half a million people will get chance to experience the Official Superstore. A range of activities is also planned for each day including fashion parades, music, balloon sculptures, face painting, UEFA EURO 2004™ videogame competitions and much more.

Warner Bros. Consumer Products (WBCP), UEFA's EURO 2004™ Merchandise Licensing Agent for the Tournament has appointed Concept Sports International (CSI) to operate the Superstore, and to sell Official Merchandise in each stadium and online via www.euro2004shop.com. CSI have significant experience and operated Superstores for both Summer and Winter Olympic Games, Formula One and Rugby World Cup.

The Superstore will feature a comprehensive range of over 350 Official Licensed products (OLP). The range of OLP has been produced by a number of Portuguese and International licensee's appointed by WBCP. Products developed include a watch produced by Swatch, an Official sticker album and stickers by Panini, ceramics and porcelain from Vista Alegre; and a diverse range of footballs, fan articles, apparel and footwear, plus, stationery, player CD cards and bags. OLP will be available at the Superstore for fans of each country attending the tournament.

The centerpiece of the OLP program is Kinas, the Official Mascot specifically designed by WBCP for the UEFA EURO 2004™ tournament. Kinas will figure prominently both as part of the OLP at the Official Superstore.

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Additional products include:

- adidas' product range for EURO 2004™ including the Official Match Ball, the Roteiro.
- The Official Videogame of UEFA EURO 2004™ produced by Electronic Arts.
- The Official Song of UEFA EURO 2004™, "Força" performed by Nelly Furtado, and the compilation album "Vive O 2004™" produced by Universal Music.

Lars-Christer Olsson, CEO of UEFA, commented; "The Official Superstore will be the largest football event Superstore ever operated and will showcase the fantastic range of products available for the tournament."

Dr Madail, President of the FPF and Chairman of EURO 2004 S.A., said; "The Official Superstore will allow football fans from Portugal and around the world to buy a souvenir of UEFA EURO 2004™ as a reminder of the European Football Championship held in Portugal."

Jordan Sollitto, Executive Vice President of Worldwide Marketing for WBCP, added; "The appointment of CSI to operate the Superstore, our in-stadium presence, and the online store, represents the next step in our ongoing commitment to bring football fans around the world the best EURO 2004™ products."

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.