



Union des associations européennes de football



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## ***UBS first Swiss National Supporter of UEFA EURO 2008™***

### **UBS becomes official bank of UEFA EURO 2008™ to be held in Switzerland/Austria**

UEFA announced today that UBS, one of the world's leading and reputable financial firms, has signed the first National Supporter agreement for UEFA EURO 2008™ taking place in Austria and Switzerland.

"We are delighted that one of the world's most distinguished and established Swiss companies has decided to support our most popular national team competition" said Lars-Christer Olsson, UEFA's CEO. "Since UEFA was established 51 years ago in Switzerland, UBS has provided an excellent service as UEFA's corporate banking partner. UEFA's goal is to make the UEFA EURO 2008 our most successful event ever and we are looking forward to having UBS as a key partner in Switzerland."

As part of the agreement, UBS will have the rights to develop UEFA EURO 2008 marketing programmes throughout Switzerland using the full range of brands, logos, and graphic elements that represent the event, along with access to tickets and premium hospitality packages for consumers, customers and staff.

"I am delighted that UEFA EURO 2008 will be happening in Switzerland. UBS will help to ensure that this major event receives the recognition it deserves" said Marcel Rohner, CEO Global Wealth Management and Business Banking.

Following the agreement with UBS, UEFA is in discussions with other companies for the three remaining National Supporter packages for the Swiss market and the four packages in Austria. The aim of the National Supporter programme is to create an exclusive group of four Swiss and Austrian companies respectively that help make the staging of the event possible through the services they provide. Support from the highest level corporations in the two host countries is essential to successfully bring the event to the fans.

UEFA EURO 2008, which begins on June 7, 2008 with the opening match in Basle, has grown into one of the world's most successful sporting competitions. UEFA EURO 2004 broke all records attracting more than 150 million live viewers for each of the 31 matches. Broadcast records were also broken in Switzerland in 2004 where the ten highest viewing figures were all recorded for UEFA EURO 2004 matches. The recent FIFA World Cup qualification play-off match between Turkey and Switzerland also achieved the highest football audience and 3<sup>rd</sup> highest sports programme audience ever seen in Switzerland, highlighting the interest and expectation there will be in the Swiss team when they host UEFA EURO 2008.

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**Note to editors:**

UBS is one of the world's leading financial firms, serving a discerning client base. UBS is present in all major financial centres worldwide. It has offices in 50 countries, with 38% of its employees working in the Americas, 38% in Switzerland, 16% in Europe and 8% in the Asia Pacific time zone. UBS's financial businesses employ over 70,000 people worldwide. Its shares are listed on the SWX Swiss Stock Exchange, the New York Stock Exchange (NYSE) and the Tokyo Stock Exchange (TSE).

Building on the success of UEFA EURO 2004™, UEFA created UEFA Marketing & Media Management (UMMM). UMMM is the commercial division of UEFA, handling and servicing the commercial rights to the Top National Team Competitions – UEFA EURO 2008™ (2008), UEFA Under-21 Championship (2006, 2007, 2009), UEFA Women's Championship (2009) and UEFA Futsal Championship (2007, 2009) – collectively known as UEFA EUROTOP. Responsible for the sponsorship sales and licensing programmes for all these events, UMMM also manages the servicing of all commercial partners including broadcasters.