



Union des associations européennes de football



Media Release

Date: 24/08/2006

Communiqué aux médias

No. 097

Medien-Mitteilung

UEFA announces Carlsberg sponsorship of the UEFA Cup and UEFA Super Cup

Carlsberg sign-up as Presenting Sponsor of UEFA Cup and UEFA Super Cup

UEFA is pleased to announce today that Carlsberg has agreed to become the Presenting Sponsor of the UEFA Cup 2006-2009 and UEFA Super Cup 2006-2008.

The new agreement continues Carlsberg's long association with UEFA. Carlsberg has sponsored the UEFA Cup Final and UEFA Super Cup since 1998. This new agreement increases their rights from the quarter-finals to the Final of the UEFA Cup, until 2009, and the UEFA Super Cup, until 2008.

As Presenting Sponsor, Carlsberg will be entitled to full association rights across each season, event rights from the quarter-final stage to the Final of the UEFA Cup, and broadcast and new media rights.

Lennart Johansson, President of UEFA, said:

"We have enjoyed a great relationship with Carlsberg over the years as sponsors of a number of UEFA properties, so we are thrilled that they have chosen to extend their association with us.

"We are particularly pleased that such a strong brand as Carlsberg has shown its full trust in the new approach to the UEFA Cup, that of centralising the rights package from the quarter-final stage to the Final itself, and we are confident it will prove successful."

Keld Strudahl, Sponsorship Director of Carlsberg International, said:

"We are delighted to extend our partnership with UEFA. Their competitions showcase some of the best teams in European football and we believe that Carlsberg is the ideal partner for such prestigious events."

Carlsberg is the first sponsor to conclude an agreement with UEFA for the UEFA Cup 2006-2009 and UEFA Super Cup 2006-2008. The appointment of further sponsors will be announced soon.

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

**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