



Union des associations européennes de football



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BenQ announced as Global Sponsor for UEFA EURO 2008™

BenQ one of the ten Global Sponsors

Following the completion of its Global Event Sponsor Programme in November 2006, UEFA has confirmed today that BenQ is one of the ten Global Sponsors for the European Football Championship 2008™.

UEFA will now focus on the National Supporter programme packages for Austria and Switzerland. Currently UBS and Swisscom in Switzerland, Telekom Austria and Österreichische Post AG (the Austrian Post Office) in Austria are signed as National Supporters and confirmation of the remaining two positions per country are expected shortly.

BenQ joins an elite group of Global Sponsors for UEFA EURO 2008™. The ten bluechip companies comprise the UEFA EUROTOP Partners (Carlsberg, Coca-Cola, JVC, Hyundai-Kia, MasterCard and McDonald's) as well as adidas, Continental and Castrol.

As an Official Sponsor, BenQ has been granted global marketing and sponsorship rights for the product category that includes mobile phones and digital still cameras. BenQ will leverage the sponsorship in its marketing campaigns for these product categories.

Commenting on the announcement of BenQ as a Global Sponsor, UEFA President, Michel Platini, said:

"I am delighted to welcome BenQ back to our family of sponsors as a follow-up to its sponsorship in 2004 and I look forward to our successful partnership.

"UEFA EURO 2008™ promises to be a spectacular sporting event enjoyed by millions all over the world."

Mr. K.Y. Lee, Chairman of BenQ Corp said:

"The sponsorship supports BenQ's commitment to Europe and ongoing efforts to make BenQ a household name in the region.

"The UEFA European Football Championship™ is one of the most prestigious and recognizable sporting brands in the world. It has a heritage and legacy with football fans of all ages for the quality of the football and the enjoyment the tournament brings to fans around the world. This reflects BenQ's mission to enhance customer enjoyment through quality consumer-oriented solutions designed especially for the networked digital lifestyle."

Note to editors:

UEFA EURO 2008™ has four official Event Sponsors with global rights to UEFA EURO 2008™. The four Event Sponsors will join the existing six UEFA EUROTOP partners who, as well as global rights to UEFA EURO 2008™, also support UEFA's other Professional National Team Competitions – namely the UEFA Under-21 Championships, UEFA Futsal Championships and UEFA Women's Championships. UEFA has also made provision for a total of four National Supporters from Austria and four from Switzerland to support UEFA EURO 2008™. The aim of the programme is to create an exclusive group of four Austrian and four Swiss companies which will contribute through their services to the staging of the event. The support of major firms in both host countries is vitally important for creating links with the fans and giving a local flavour to the staging of the event.

UEFA is investing some €316 million into European football through its 2004-08 HatTrick Programme. This money, generated from the centralised marketing of UEFA EURO 2004™, is helping to fund educational projects, infrastructure and mini-pitches for UEFA's 52 member associations.

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