



Rugby Expo 08 – Supported by PUMA

London 17th September, 2008. Rugby Expo is delighted to have signed the sports manufacturing giant PUMA, as a major sponsor of this year's event, the first global business-to-business convention dedicated to rugby.

Richard Callaway, Teamsports Marketing Manager PUMA UK comments, "This is an exciting opportunity for us and will provide great exposure for PUMA within the rugby world. We are delighted to be a main sponsor and are looking forward to working with Rugby Expo and supporting the development of rugby as a global sport."

At the convention, which takes place on 17-18 November 2008 at The Queen Elizabeth II Conference Centre, London, PUMA will supply uniforms for all staff involved in the event as part of the deal. Further to this, Rugby Expo has been granted access to PUMA's distinguished list of rugby ambassadors, which boasts the likes of Sebastien Chabal, Olly Barkley, Matthew Tait, Paul Sackey and Schalk Burger to promote the partnership.

Justin Paige, Director Rugby Expo, said: "PUMA are a hugely reputable brand right at the top of their industry and we are thrilled to have them as an Official Sponsor of Rugby Expo. With only 2 months to go until kick off, all of our plans are coming together very well with both exhibition and delegate sales moving well – The addition of PUMA has given us an added boost ahead of the event and is a sign of the quality of people who will be attending."

Rugby Expo 08, which takes place during the autumn internationals programme, will create a perfect networking opportunity for rugby focussed businesses, where well known figures in the rugby world will host debates and forums giving an insight into various aspects of the sport. For a full list of the forums, contributors and panellists and to find out more about the event and how you can become involved, visit the website on www.rugbyexpo.com.

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For further information please contact:

Media Enquiries:

Juniper PR:

Susan McMahon, Mob + 44 (0) 7771 818501, Email susan@juniperpr.co.uk or

Greg West, Mob + 44 (0) 7870 685559, Email greg@juniperpr.co.uk

Sponsorship and Partnership Opportunities:

Alec Shepherd, Rugby Expo on:

Tel + 44 (0) 208 741 6060

Email alec@rugbyexpo.com

Exhibition Opportunities:

Hayley Sinclair, The Power Station on:

Tel + 44 (0) 203 102 4141

Email hayley.sinclair@thepowerstation.com

Notes to Editors:

Rugby Expo aims to be the premier global business-to-business rugby union and league convention. Rugby Expo 08 in London will be the largest ever gathering of business people involved in and passionate about the world of rugby union and league, including clubs, administrators, companies that support rugby and suppliers of services to the rugby community. Rugby Expo will be a festival celebrating and supporting the development of rugby union and league as a truly global sport and will offer wide-ranging and exciting business opportunities.

Rugby Expo 08 will take place on 17–18 November 2008 in London, England at The Queen Elizabeth II Conference Centre, adjacent to the Houses of Parliament. The inaugural event coincides with the union Autumn Internationals programme, with matches to be played on 8, 15, 22 and 29 November 2008. The Northern Hemisphere union countries will be playing teams from Australia, New Zealand and the Pacific Islands during this programme.

The event will be attended by the business power brokers in the rugby union and league community; administrators from the international and national rugby authorities; executives from rugby clubs from all the rugby playing nations; executives from global, national and local companies interested in getting involved with rugby; and suppliers of services to the rugby community.

The event will be directed to helping businesses achieve their goals: whether this is generating more revenue, finding the right partners or discovering business opportunities. The forum sessions will be led by globally acknowledged opinion formers and will offer unique insights into rugby's hot topics. The exhibitions and social networking areas will provide an intensity of activities and opportunities to make contacts in a few days that would otherwise take months to achieve.

The key themes for the inaugural event are:

- Professionalism – building closer links between rugby and business, with a shared commitment to success.
- Grass Roots – attracting and nurturing talent, and supporting development of the game through the ranks.
- Developing Nations – enabling growing rugby nations to establish viable financial structures, so rugby can develop as a genuinely global sport.

Quite simply, if you're a serious player in the rugby business community, you need to be at Rugby Expo.