



MEDIA RELEASE

Brisbane Roar re-signs major sponsor *The Coffee Club*

Brisbane, 20 August 2010: Brisbane Roar today announced it has received another boost ahead of Saturday's Suncorp Stadium clash with Sydney FC by revealing major sponsor *The Coffee Club* has committed to the club for a further three years.

The Coffee Club has been the major sponsor of Brisbane Roar since 2007 making it one of the longest running sponsorships in the Hyundai A-League.

Brisbane Roar CEO Peter McLennan said he was delighted to continue the strong working relationship the club had fostered with *The Coffee Club*.

"We are proud to carry *The Coffee Club* on the front of our jerseys," Mr McLennan said.

"We believe the continued relationship between ourselves and an iconic Brisbane brand is highly beneficial to both parties as we continue to grow our respective businesses.

"*The Coffee Club's* continued support is another strong indication the direction we are moving is a positive one and will allow us to build a strong club all of Brisbane can be proud of," he said.

According to *The Coffee Club* Marketing Manager Ann-Marie Johansen, the partnership has been a successful one with Roar team members playing a key role in the brand's promotions over the past two-and-a-half years in campaigns like Australia's Favourite Soccer Mum.

"We're looking forward to working with Brisbane Roar over the next three years and for both brands to realise clear business results through a close working partnership," she said.

"There are a number of synergies between Brisbane Roar and *The Coffee Club*, the biggest being our strong community focus and a commitment to nurturing passion and talent.

"The Hyundai A-League has expanded into a truly national football competition, and as *The Coffee Club* is now in over 250 locations across Australia the partnership is a clear fit for our expanding brand," Ms Johansen said.

The announcement comes hot on the heels of the recent signing of Linglong Tyres as Brisbane Roar front of shorts sponsors and puts the club in a strong position to continue its long-term planning.



Brisbane Roar's sponsors for the 2010/2011 A-League season are *The Coffee Club*, WOW Sight and Sound, Brisbane Airport Corporation, Luxury Paints and Linglong Tyres.

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INTERVIEW OPPORTUNITIES:

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