

press release

SKY SPORTS SECURES THE AMERICA'S CUP

SKY SPORTS has been awarded live and exclusive rights to the 32nd America's Cup.

The America's Cup, the most prestigious prize in yacht-racing, will be staged in Valencia in 2007 and screened live and exclusively in the UK on Sky Sports.

Prior to the final series of races, Sky Sports will also broadcast highlights of the Louis Vuitton Cup Challenger Selection Series and the opening Acts, the series of qualifying races held in 2005 and 2006, starting on Sunday 28 August.

The new deal includes:

- **32nd AMERICA'S CUP** - Exclusive live coverage of the America's Cup Match between the Swiss holders, Alinghi, and the eventual Challenger; a minimum of five races.
- **LOUIS VUITTON CUP** - All semi-finals and the final exclusively live as the official Challenger to face Alinghi for the 32nd America's Cup is established.
- **2005 & 2006 ACTS** - A series of magazine programmes profiling the series of regattas off Malmo-Skane [Sweden] Trapani [Italy] & Valencia [Spain].

Announcing the agreement, Sue Ashworth, Commercial Manager of Sky Sports said; "Sky Sports will use the latest TV technology to make the America's Cup gripping for all of our viewers.

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The Sky logo, consisting of the word "sky" in a bold, lowercase, sans-serif font. The letters are dark blue, and the 'y' has a distinctive shape with a long tail.

There will be virtual graphics, on-board cameras, computer tracking and all the best kit to take new followers and devoted fans to the core of this sport. And before we go live to Valencia, the search for the challenger will be followed in depth."

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The first 30-minute show will be on Sunday 28 August, on Sky Sports 3, in morning, afternoon and evening time-slots. It is the first of seven programmes in the last week of August and first week of September featuring the Louis Vuitton Acts from Malmo-Skane. The next programming, in September and October, will feature the Acts from Trapani in Italy before the final Acts, from Valencia, are broadcast in May and June 06.

The Final Regattas will be staged in Valencia in 2007 and broadcast live and exclusively on Sky Sports; The Louis Vuitton Cup from 18 April to 12 June then the 32nd America's Cup Match from 23 June to 4 July.

THE AMERICA'S CUP

The first America's Cup was held in 1851 when the schooner America defeated a British fleet in a race around the Isle of Wight. The American defenders dominated the event until 1983, creating the longest successful run in sporting history. Australia broke the strangle-hold in 1983 and New Zealand became only the third nation to win the America's Cup 12 years later. The current holders are Alinghi of Switzerland. The 32nd America's Cup will be contested in Valencia in 2007 - the first to be staged in Europe since the inaugural event - when Alinghi faces the best of the 11 challengers.

SAILING ON SKY SPORTS

Sky Sports schedules currently feature two other dedicated sailing programmes; the Clipper Round the World Yacht Race and the Spirit of Yachting. The Clipper race brings a series of 12 programmes from the 7-leg race, running from September 2005 to

July 2006. The Spirit of Yachting brings a series of documentaries looking at a number of high-class yachting events including the Sydney-Hobart and Fastnet races.

America's Cup images are available for download for editorial media use, free of copyright fee, at <http://media.americascup.com> or via Sky Stills on 0207 800 4254.

For further information please contact:

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America's Cup - Marcus Hutchinson, Media Director on 0046 768 932 131

Monday 22 August 2005

www.skysports.com

THE AMERICA'S CUP ON SKY SPORTS

Sunday 28 August	Louis Vuitton Acts - episode 1	
11am	Sky Sports 3	
	Louis Vuitton Acts - episode 1	4pm
	Sky Sports 3	
	Louis Vuitton Acts - episode 1	7pm
	Sky Sports Xtra	
Monday 29 August	Louis Vuitton Acts - episode 1	2am
	Sky Sports Xtra	
	Louis Vuitton Acts - episode 1	5.30am
	Sky Sports 3	
	Louis Vuitton Acts - episode 1	9am
	Sky Sports 2	
	Louis Vuitton Acts - episode 1	10.30am
	Sky Sports Xtra	
	Louis Vuitton Acts - episode 2	7pm
	Sky Sports 3	
	Louis Vuitton Acts - episode 2	10pm
	Sky Sports Xtra	
Tuesday 30 August	Louis Vuitton Acts - episode 2	4am
	Sky Sports Xtra	
	Louis Vuitton Acts - episode 2	9am
	Sky Sports 2	

		Louis Vuitton Acts - episode 3	7pm
		Sky Sports 3	
		Louis Vuitton Acts - episode 3	10pm
		Sky Sports Xtra	
Wednesday	31 August	Louis Vuitton Acts - episode 3	1am
		Sky Sports Xtra	
		Louis Vuitton Acts - episode 3	9am
		Sky Sports 2	
		Louis Vuitton Acts - episode 4	7pm
		Sky Sports Xtra	
		Louis Vuitton Acts - episode 4	10pm
		Sky Sports Xtra	
Thursday	1 September	Louis Vuitton Acts - episode 4	1am
		Sky Sports Xtra	
		Louis Vuitton Acts - episode 4	9am
		Sky Sports 2	
		Louis Vuitton Acts - episode 5	7pm
		Sky Sports 3	
		Louis Vuitton Acts - episode 5	10pm
		Sky Sports Xtra	
Friday	2 September	Louis Vuitton Acts - episode 5	1am
		Sky Sports Xtra	
		Louis Vuitton Acts - episode 5	9am
		Sky Sports 2	
Sunday	4 September	Louis Vuitton Acts - episode 6	11am
		Sky Sports 3	
		Louis Vuitton Acts - episode 6	7pm
		Sky Sports 2	
Monday	5 September	Louis Vuitton Acts - episode 6	2am
		Sky Sports 3	
		Louis Vuitton Acts - episode 7	6pm
		Sky Sports 3	
		Louis Vuitton Acts - episode 7	10pm
		Sky Sports 2	
Tuesday	6 September	Louis Vuitton Acts - episode 7	5.30am
		Sky Sports Xtra	
		Louis Vuitton Acts - episode 7	9am
		Sky Sports 2	
		Louis Vuitton Acts - episode 7	1pm
		Sky Sports 3	

Times for confirmed programming correct at 22/8/05

**For schedule information please contact:
Programming Information on 0207 941 5819**