



Media Release

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ANZ to sponsor Rugby World Cup 2011

ANZ today announced it has signed an agreement to become a Worldwide Partner and the Official Bank of Rugby World Cup 2011.

ANZ Chief Executive Mike Smith said: "The Rugby World Cup has established itself as one of the major sporting events on the world calendar. It fits well with ANZ given the passion for the game and its presence in our key markets in Asia Pacific."

The Tournament will be broadcast to more than 475 million homes within Australia, New Zealand and Asia Pacific. It's expected to reach a worldwide audience of at least four billion and make a significant contribution to the local economy.

"ANZ has a history of supporting sport in Asia Pacific and this sponsorship is a clear signal of our long-standing commitment to both Rugby and to New Zealand. ANZ has a strong association with the sport from the grassroots to the Bledisloe Cup and Hong Kong Sevens," Mr Smith said.

RWCL Chairman Bernard Lapasset said: "We are delighted to be welcoming ANZ, a leading banking brand in the Asia Pacific market and a strong champion of sport, as the Official Bank of Rugby World Cup 2011 and a Worldwide Partner of the Tournament.

"The strength of the commercial program is integral to the success of Rugby World Cup and the development of the game worldwide and this exciting relationship with a leading banking brand is a massive boost for the Tournament.

"We look forward to working with ANZ to further the promotion of the game as the rugby community looks ahead to Rugby World Cup 2011 in New Zealand," Mr Lapasset said.

ANZ New Zealand CEO Jenny Fagg said: "I'm confident the partnership will open up new business opportunities for ANZ both in New Zealand and throughout Asia Pacific, while allowing us to offer our customers a unique Rugby World Cup experience."

Already fans from over 100 countries have applied for tickets. The Tournament is expected to attract 70,000 international visitors with a significant proportion of these travelling from Asia Pacific.

Teams representing 20 nations will compete in 48 matches across several host cities during September and October. The final match will be held at Auckland's historic Eden Park, October 23, 2011.

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