

ARENA STARTS A THREE-YEAR SPONSORSHIP OF THE NATIONAL SWIMMING LEAGUE

As from 2009-2010 season, the League will play under "THE NATIONAL ARENA SWIMMING LEAGUE" banner.

Tolentino, September 21st, 2009 – Starting from October 2009, for the next three seasons (2009-2012), Arena, the leading-edge company at world-wide level in the sports water-wear market, becomes the official sponsor of the National Swimming League.

The National League is one of the most important swimming championships in the UK. 400 teams from England and Wales, comprising more than 16,000 swimmers, compete each year in the League around the country. The organisation, founded in the late sixties and licensed by the ASA for National Competitions and Championships, will hit its 41st season in 2009-2010.

Thanks to this sponsorship Arena continues with its important mission to reposition the brand in the UK, both in terms of visibility and awareness. Through this partnership, Arena – main sponsor of the competition – will strengthen its presence as reference brand for best performing water-wear equipment and apparel among young athletes and real sport lovers in the British environment.

"The sponsorship of the National Swimming League represents an important step in the development of our brand in the UK", said Eva Vitali, Marketing Manager of Arena Italia International Business Division. "The British market is one of the key priorities of our international strategy and the League, thanks to its great local impact, will provide us with a premium platform for a sustainable and long term growth of our brand awareness in the UK".

"The alliance of the Swimming League and Arena is a very exciting and positive move", declared Digby Gunson, Managing Director of Solo Sport, the official Arena Distributor in the UK. "This commitment to the sport will raise the brand profile and is ideally timed to coincide with the interest that is starting to build for the Olympic Games in London followed shortly afterwards by the Commonwealth Games in Scotland".

"This is a great breakthrough for the League and ensures that it will continue as the leading inter-club competition in the country, culminating in the finals day at Ponds Forge, Sheffield ", said Ian Mackenzie, National Secretary of the League. "I am very happy for the League to be associated with a vibrant company with a vision to raise their brand profile through partnership".

Founded in 1973, Arena, with strong market orientation and unquestionable flair for design, product innovation and technology, has managed to gain a position of consolidated leadership, obtaining the second place in the sports water-wear category and operating in more than 80 countries throughout the world.

Arena is the title sponsor of the FINA ARENA Swimming World Cup, the historic partner of the LEN (Ligue Européenne de Natation) and the technical sponsor and official supplier of many important Federations, such as Russia, Hungary, Poland, Sweden, Ukraine, Croatia, Norway, South Africa, New Zealand, Romania, Czech Republic and Estonia, and some of the best performing athletes in the world, such as Aaron Peirsol, Cesar Cielo Filho, Alain Bernard, Milorad Cavic, Paul Biedermann, Lotte Friis, Laszlo Cseh, Cameron Van Der Burgh, Inge Dekker.

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