



Media Release

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ANZ to be a Worldwide Partner and Official Bank of Rugby World Cup 2011

ANZ today announced its sponsorship of Rugby World Cup 2011 (RWC 2011), in an agreement which makes it a top tier sponsor and the Official Bank of the Tournament.

"It's fantastic to be appointed a Worldwide Partner in the largest event ever held in New Zealand and one of the biggest global sporting events to be held in the Asia Pacific region," said ANZ New Zealand's Chief Executive Officer, Jenny Fagg, at the sponsorship launch in Auckland.

"Supporting Rugby World Cup 2011 is a sign of ANZ's continued commitment to the New Zealand market and also aligns with our goal to be a super regional bank and grow our presence in the Asia Pacific region.

"The Tournament will be broadcast to more than 475 million homes within Australia, New Zealand, Asia and the Pacific, the regions in which ANZ operates."

"Rugby World Cup 2011 will showcase New Zealand to Asia Pacific, a region ANZ, the New Zealand Government and our business community all want to develop stronger ties with.

ANZ was approached last year by Rugby World Cup Limited (RWCL) to become a Worldwide Partner of Rugby World Cup 2011 which is expected to attract over 70,000 international visitors and contribute to the economy.

"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," said RWCL Chairman Bernard Lapasset.

"The strength of the commercial programme 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 global rugby community looks ahead to Rugby World Cup 2011 in New Zealand."

"ANZ already has banking relationships with businesses involved in Rugby World Cup 2011 in areas such as hospitality, catering and ticketing. Becoming further involved as a Worldwide Partner was a logical step," says Ms Fagg.

"I am confident our sponsorship will open up significant new opportunities for our customers and other New Zealand businesses locally and throughout the Asia Pacific region," says Ms Fagg.

The Rugby World Cup 2011 ANZ sponsorship complements ANZ's other sporting sponsorships which include the ANZ Championship featuring trans Tasman netball, the Australian Open Tennis and the ANZ Pacific Nations Cup.

ANZ joins Emirates Airline, MasterCard and Heineken as Worldwide Partners of Rugby World Cup 2011.

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