



V8 SUPERCARS APPOINT RUSH AS INTERNATIONAL MARKETING REPRESENTATIVE

V8 Supercars has appointed Rush Sports Marketing & Investment to represent the Championship outside of Australia.

Best known for successful delivery of multi-platform Formula One sponsorships, Rush will pursue global sponsorship opportunities for V8 Supercars and help develop new international events.

Rush has offices in the UK and Asia, a key growth market for the Championship.

V8 Supercars chairman Tony Cochrane said Rush had the international networks and market presence to support the Championship's global expansion, complementing V8s' proud Australian heritage and home-based events that comprise the majority of its race calendar.

"The Rush team boasts an impressive track record in sports marketing, having developed commercial partnerships for some of the world's biggest companies and brands," Mr Cochrane said.

"They have a detailed understanding of sports marketing, coupled with clear business rationale and accurate research, to create real value for sponsors and underpin long-term successful partnerships.

"V8 Supercars is expanding globally which is great for our sport, our teams and our fans. Just last week we announced a five-year agreement to race in Austin, Texas, from 2013, and are actively seeking new international events to complement the category's North American debut while continuing to grow our Australia-based events.

"All Australians should be proud that this home-grown product is now viewed as one of the best in the world."

The V8 Supercars portfolio will be managed by Rush CEO Tom Potter and founding director Peter Solomon.

Before joining Rush, Mr Potter was responsible for commercial alliances at the Williams F1 racing team, developing partnerships with some of the world's largest companies and brands. He is highly regarded in Formula 1 sponsorship and marketing circles, with former clients and partners acknowledging both his creativity and professional approach.

He has worked on sports sponsorship strategies with leading global brands, including AT&T, Hewlett Packard, Royal Bank of Scotland, Philips, Thomson Reuters, Allianz, Randstad, Pepsico and ORIS Swiss Watches.

"Rush is tremendously excited by this opportunity with V8 Supercars and we're proud to represent them on the international stage," Potter said.

"V8 Supercars events provide pure entertainment and their huge fan base in Australia demonstrates it's for all the family to enjoy. Very few sports in the world can attract up to 300,000 spectators to their events.

"We're convinced that V8 Supercars has all the right ingredients to attract new and existing motorsport fans in Asia, whilst providing a relevant and cost effective marketing platform for Asian brands to tap into the passion that this colourful, exciting and dynamic motor racing engenders."

Peter Solomon has extensive international experience and has lived and worked in Asia, Europe and his native Australia for more than 30 years, managing operations in luxury and lifestyle businesses worldwide. He has been an executive board member for listed companies in London and Hong Kong.

A passionate motor sports enthusiast, Mr Solomon was instrumental in securing the venture capital and sponsorship required for Yorkshire-based Manor Motorsport, later to become the Marussia Virgin Racing F1 Team.

A consultant to a number of multi-billion dollar businesses, Mr Solomon is also a senior advisor to Lloyds Development Capital (LDC), where his responsibilities include helping to grow its Asian interests and to assist its European portfolio's entry into and development in Asia.

"Along with Formula 1 and NASCAR, V8 Supercars is already one of the world's top three most popular motorsport series, despite the majority of races having previously taken place only in Australia," he said.

"That's because the racing is exciting, people can relate to the cars which might be the same model they drive the family in, and the organisers put on a great show.

"Whilst V8 Supercars may be equally at home racing on street circuits, many Asian countries have developed superb motor racing facilities over recent years that have so far lacked the type of racing to draw the crowds and truly capture the public's imagination: V8 Supercars now fills that void with a turn-key premium product to put them on the map."

SEL CEO James Erskine will continue to be an advisor to V8 Supercars in the upcoming negotiation of the V8 Supercars media rights.

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About V8 Supercars

V8 Supercars is a touring car racing category run as an international series under Fédération Internationale de l'Automobile (FIA) regulations. It is the premier motorsport category in Australasia and one of Australia's fastest growing sports. By 2010 the competition had millions of television viewers in Australia, an international broadcast footprint and had achieved multi-million dollar sponsorship at the Series and team levels. V8 Supercars is one of the few truly national sports in Australia, with twelve rounds held across Australia, plus a round in New Zealand and in Abu Dhabi. On average, 126,000 people attended rounds in Australia and New Zealand in 2010. V8 Supercars was created in 1997 to professionally manage, market and promote the sport of V8 Supercars racing around the world. Until May, 2011, V8 Supercars was owned 25 per cent by Sports & Entertainment Limited (SEL) and 75% by TEGA, the body representing the teams. Following the investment of Australian Motor Racing Partners Pty Limited (AMRP), V8 Supercars Australia is owned approximately 40% by the teams and management and approximately 60% by AMRP. More information at www.v8supercars.com.au

About Rush Sports Marketing & Investment:

Rush Sports Marketing & Investment was established in August 2010 to offer market leading professionalism and business rigor in the sports marketing and investment services industry with a focus on Asia and other emerging markets. Under the leadership of Tom Potter, the Rush team has to date developed new sponsorship programs in Formula 1 worth in excess of US\$25million, over two thirds of which originates from Asian organisations.

Prior to taking up the helm at Rush, Tom was responsible for Commercial Alliances at the Williams F1 racing team, developing partnerships with some of the world's largest companies and brands. Highly regarded in Formula 1 sponsorship and marketing circles, clients and partners acknowledge both his creativity and professional approach. Tom has worked on sports sponsorship strategies with leading global brands, including AT&T, CNBC, Hewlett Packard, RBS, Philips, Thomson Reuters, Allianz, Randstad, Pepsico and ORIS Swiss Watches.

At offices in both the UK and Hong Kong, Rush has an established team of experts who apply their vast experience and expertise to develop bespoke sports marketing solutions - particularly in motor racing - that deliver dynamic and measurable business value.