

Press Release

For immediate release

Up for the Cup: Whitestone team supports The FA at Wembley

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As 90,000 football fans are set to converge on the new Wembley Stadium for The FA Cup sponsored by E.ON 2007 Final, brand, marketing, communications and design specialist Whitestone International is celebrating the supporting role it has played with The FA in the run up to this major sporting event.

Working in collaboration with The FA in-house Design Studio, Whitestone has played a key role in supporting The FA with its FA Cup strategy and design in relation to this year's showpiece event. Working on various collateral, such as the ticket, the official FA Cup match programme cover, and the stadium branding for the Final on May 19 (including branding and displays inside and outside the stadium itself), all the fans at Wembley and the millions watching on television around the world will experience the work.

Whitestone Director Chris Lightfoot said: "Whitestone works across all major sports – that's our business – and we are thrilled to be involved with the return to Wembley and working closely with The FA. The return to Wembley, coupled with a new major sponsor, has meant that the direction, which embraces those elements plus the passion that is The FA Cup, has had to be just right in order to work."

Tom Harold, Marketing and Brand Manager at The FA, said: "We were delighted to be working with Whitestone. With all the expectancy around the new Wembley, the branding and design ideas from all involved have been really important to help set up a memorable day for football fans."

The FA Cup is part of an ongoing working relationship between Whitestone and The FA. This includes working on The FA brand and strategy and has recently included the brand programme for The FA UMBRO Fives, and also the design of the television draw-set where viewers watched each round of The FA Cup begin. Up-and-coming activity includes refreshing the look for England at the England v Brazil match at Wembley in June.

Whitestone came to The FA with strong credentials, having worked on successful programmes in sports, branding, sponsorship development and design with FIFA, the England and Wales Cricket Board, ICC, Reebok, adidas and the Olympic Council of Asia, amongst others. This growing company supports and assists its clients in developing and activating their brands, intellectual property, brand communications and marketing programmes, in order to maximise impact and to optimise commercial potential, through revenue, relationships and value.

ENDS



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Notes to editors

- * For more information on this release call Ben Evans on 01747 820384. For more details on Whitestone call 020 7837 4104, see also www.whitestone.ac or email media@whitestone.ac
- * Whitestone has more than 20 years experience internationally in brand, marketing, communications and design, across a range of sports, including football, rugby, cricket, tennis and athletics.
- * The company supports its portfolio of clients in developing brands, intellectual property and marketing strategies to maximise impact and to optimise commercial potential in all areas.
- * Whitestone specialises in forging partnerships to secure best returns in branding, sponsorship, property value and revenue for rights holders, rights owners, global sports brands and leading sports clubs. Check out the Whitestone website to view the full client list.
- * Whitestone is a growing company. Members of the design and marketing community can find out more about Whitestone at www.whitestone.ac

