

Press Release

For immediate release

Whitestone to restructure RFU Brands

11 November 2008

Brand experts Whitestone have been commissioned by The Rugby Football Union (RFU) to restructure its brand and sub-brand portfolio.

A specialist in business strategy, brand, communications and design, Whitestone will work on developing a clear structure and guidelines making the RFU's brand and sub-brands easier to leverage by its stakeholders.

Whitestone Director Chris Lightfoot said: "We are very pleased to be working with the RFU on such a significant programme."

"The RFU has invested high levels of resource in building its properties. Structuring its portfolio of brands to deliver not only its sporting goals but its commercial and marketing imperatives. This programme is an essential part of realising its investment and creating opportunities for the future."

"Setting guidelines for all the RFU's teams, tournaments and leagues and its community rugby programmes will convey a powerful message about the RFU's business approach to all of its varied audiences."

RFU Business Operations Director Paul Vaughan said:

"This programme is a significant development for the RFU. It will deliver efficiencies in the management of the RFU's brand portfolio, but more importantly it will allow us to identify opportunities and for us to drive greater value for the game."

"The independent agency, Whitestone, has become a leader in the business of brands with Lightfoot having previously worked on global giants such as FIFA, ICC, ATP, Oxfam, Volvo and BA. We are pleased to add their skills to our established internal teams."

RFU Licensing and Marketing Manager Jane Barron said:

"For the first time we will be able to provide clear support and structure to our commercial teams and partners, whilst delivering the benefits of a highly streamlined and organised brand portfolio."

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notes to editors –

- Whitestone International was founded in 2000 to specialise in building brands, marketing and communication programmes, and income and value through the development and sales of commercial properties and rights.
- Whitestone's success is based on having developed numerous and varied programmes for: FIFA, The Football Association, ECB, BUSA, ATP and WTA, NFL, Olympic Council of Asia and Asian Games, Manchester City Football Club, Adidas, Reebok, Budweiser, Ricoh and many others.

For more information please contact:

Steve Silk

63G Communications
63 Gee Street
London
EC1V 3RS
T: +44 (0) 2075495803
M: +44 (0) 7825 189200
E: steve.silk@63G.com

Neil Pakieto

Account Director
Whitestone International Ltd
70 Rosebery Avenue, London EC1R 4RR
T: 44 (0)20 7837 4104
E: neil.pakieto@whitestone.ac
W: www.whitestone.ac

