



# **COLUMBUS CREW PRESS RELEASE**

## **CREW AND GLIDDEN STRIKE LANDMARK STRATEGIC PRESENTING PARTNERSHIP**

*Glidden, a premier paint brand of ICI Paints, will be prominently featured on all Crew uniforms and within a variety of other team and community related programs*

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**COLUMBUS, Ohio** — The Columbus Crew and ICI Paints announced today a landmark long-term partnership that positions the Glidden brand as the Presenting Partner of Ohio's Major League Soccer club. The most visible evidence of the strategic partnership will be the prominent placement of the Glidden logo on the front of all Crew jerseys starting in 2008. Per club policy, financial terms of the four-year deal were not disclosed.

All Crew jerseys – game and retail – will be emblazoned with the Glidden mark, along with other official on-field training apparel and gear and all Crew Juniors and Crew Soccer Academy youth teams. The Crew's new jersey featuring the Glidden logo will be produced and marketed by official supplier adidas. Both official game jerseys and replicas are expected to be available at retail establishments in January 2008.

"On behalf of the entire Crew organization, we are extremely pleased to welcome Glidden to our family of corporate and community partners. We value their support of the Crew, MLS and the sport of soccer, particularly in Ohio," said Mark McCullers, Crew General Manager. "As Ohio-based organizations recognized as community leaders and supporters of youth through the sport of soccer, we share a kindred spirit. Glidden is a well-known, well-respected brand and we are proud that the Glidden brand mark will adorn the front of our jerseys."

Prior to 2007, MLS jersey sponsorships were limited to smaller placements on the backs and sleeves and only through national advertising packages. But starting this year, MLS clubs are able for the first time to sell advertising space on the front of their team jerseys, where it is more visible and more traditional internationally. A groundbreaking development in the U.S. sports landscape, it mirrors lucrative sponsorship platforms in soccer leagues throughout the rest of the world. Such prominent corporate presence on American major-league professional sports uniforms was virtually non-existent in the U.S. until MLS clubs began selling jersey fronts this season.

The evolution has created trend-setting opportunities for MLS teams and their business partners. These sponsorships provide worldwide visibility and incredible brand association between a team and corporate partner, thus leading to enviable fan loyalty toward the sponsor. The Crew becomes the sixth league team to sign a jersey sponsor, joining Los Angeles, Chivas USA, Real Salt Lake, Toronto FC and Houston.

"Since 2005, ICI Paints and Glidden have been national partners of Major League Soccer," said Glidden Director of Marketing Carolyn Resar. "Our North American headquarters are in Ohio. We are thrilled to support MLS at both a national and now local level. Soccer, with its emphasis on both family and community, echoes Glidden's brand values."

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The ICI Paints partnership includes Glidden receiving status as the official paint of the Columbus Crew along with becoming the presenting sponsor of several key Ohio youth tournaments, including the Ohio South Youth Soccer Association (OSYSA) State Cup and the Crew Cup High School Tournament. In addition, the partnership entitles Glidden to in-stadium signage, advertising components, merchandising opportunities and rights and benefits granted through the Crew's official relationship with the OSYSA and Ohio Youth Soccer Association North (OYSAN) and its membership.

**About ICI Paints North America**

Headquartered in Cleveland, ICI Paints in North America produces decorative coatings brands such as Glidden, Dulux, Devoe, Fuller-O'Brien, Sinclair, C-I-L paint, Color Your World and Liquid Nails caulks and adhesives. Products are sold through more than 660 company stores, national/retail outlets including The Home Depot, and independent dealers in the United States, Canada and Puerto Rico. ICI Paints in North America is part of the ICI Group (NYSE: ICI), one of the world's largest producers of specialty products and paints.

**About the Columbus Crew**

Founded by American sports pioneer Lamar Hunt and known as America's Hardest Working Team, the Columbus Crew is Ohio's Major League Soccer club, anchoring a diverse sports and entertainment enterprise. One of the league's Charter Members and the U.S. Open Cup champion in 2002, it is currently in its 12th season overall and ninth in first-of-its-kind Columbus Crew Stadium.

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