

## **Wigan Athletic Football Club and UMBRO announce new partnership**

Wigan Athletic today announced the signing of a Sponsorship Agreement with England kit manufacturers UMBRO. UMBRO will be the exclusive supplier of the Latics' playing and training kit for the forthcoming 2007/2008 season, the Latics' third consecutive season in the best domestic league in the world.

The news of this exciting new partnership comes straight after the dramatic final day of the 2006/07 Barclays Premiership season where the Latics won at Sheffield United to preserve their top-flight status.

Wigan Athletic Chairman Dave Whelan says: "I am delighted to welcome UMBRO to Wigan Athletic as our new Technical partner. We have worked very hard to find the right brand to match our ambition as a football club and believe that UMBRO will provide the perfect solution for all of our technical requirements.

"The deal is an exclusive agreement which means that only JJB Retail stores and wiganathletic.tv will stock the Club's official UMBRO merchandise".

The new home kit design is a heavily-guarded secret. Season Ticket Holders will get a sneak preview as it will be partially unveiled in the new season ticket campaign during May with the official release date scheduled for later in the summer.

Wigan Athletic will be joining Umbro's UK portfolio of clubs including, Everton, Rangers, West Bromwich Albion, Nottingham Forest, Birmingham City, Hull City, West Ham United, Heart of Midlothian, Sunderland, Linfield and Glentoran as well as International teams such as Olympique Lyonnais, Santos, Independiente, Cruz Azul, CSKA Moscow, Besiktas, Gamba Osaka. In addition UMBRO are also the kit manufactures for the National teams of England, Sweden, Northern Ireland, Republic of Ireland and Norway.

UMBRO's Director of Football, Simon Marsh said "It is with great pleasure that we have now added Wigan Athletic to our International portfolio of contracted teams.

"In the past eighteen months we have worked hard to implement our strategy of creating geographical representation within the United Kingdom and to add Wigan Athletic is fantastic news for the brand. They are also one of the few clubs who we have never had the privilege of working alongside in the past"

"It was evident from the outset that both parties had a desire to work together and I'm therefore delighted that this was achieved. UMBRO hope this will be a platform for the Club to go on to achieve greater success both on and off the field of play."

For more information contact Matt McCann, Head of Media and Communications at Wigan Athletic on 01942 774000 or email [m.mccann@jbstadium.co.uk](mailto:m.mccann@jbstadium.co.uk)

### **About UMBRO**

UMBRO is a leading global football brand with over 80 years of heritage in the game. UMBRO cares about one sport and one sport only. Football. Founded in Manchester in 1924, UMBRO is still based in the north-west of England today, from where the company designs and markets a wide range of football products, which are sold in over 90 countries worldwide. UMBRO has the best interests of the game at heart and is one of the biggest supporters of football development in the UK. As an official partner of the Football Association, UMBRO supports the game at all levels, from kids just starting to play the game, to support for coaches and referees, through to designing kit for, and working with, England's very best players. Around the World, UMBRO has a proud tradition of working with some of the greatest names in world football and currently has partnerships with many of the game's top teams and players, including:

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| National Teams: | England, Republic of Ireland, Norway, Sweden, Northern Ireland,   |
| Club Teams:     | Everton, Glasgow Rangers, West Bromwich Albion, Nottingham Forest, Birmingham City, Hull City, West Ham United, Hearts of Midlothian, Sunderland, Linfield, Glentoran, Celta Vigo, Olympique Lyonnais, FC Dinamo, Malaga, Cruz Azul, Clube Atlético Paranaense, FC Santos, Playas de Castellon (Futsal), CSKA Moscow, Besiktas, Gamba Osaka |
| Players:        | John Terry, Michael Owen, David James, Alan Shearer, Deco, Tim Cahill, Shola Ameobi, Florent Sinama Pongolle, Luis Garcia   |