

JJB Sports Plc ("JJB")

Foxes Sign Three-Year Agreement With JJB Sports

Leicester City and JJB Sports today (Wednesday) announced a major new three-year retail and sponsorship contract.

As part of the agreement, JJB Sports will become the club's official retail partner and official technical sponsor.

The Foxes' deal with the country's biggest sports retailer will commence at the end of the current season in May.

Leicester City will be the first club in English football to carry the JJB logo on their shirts as technical sponsor.

JJB Sports, in conjunction with the club, will source, design and manufacture the club's replica playing kits and a full range of official training wear and retail merchandise.

Leicester City's chief operating officer Paul Mace said: "This is a quantum leap forward for the football club both in terms of the size of our agreement and the retail expertise which JJB Sports are able to offer us.

"It is a unique partnership from which both parties will derive substantial benefits and we look forward to jointly developing a significantly enhanced range of retail products for the benefit of our supporters.

"Using JJB's expertise, we will be able to offer a higher quality, more technologically advanced range of retail merchandise at extremely competitive prices."

As well as replica kit and training wear, JJB will significantly expand the current range of merchandise the club is able to offer its fans.

The deal will see JJB Sports as the 'Official Retail Partner' of Leicester City Football Club, enabling official club products to be available throughout JJB Stores as well as the club Megastore at the Walkers Stadium.

Selected JJB Stores will have designated Leicester City areas highlighting replica and associated products.

JJB Sports sponsorship director Steve Marsters said: "JJB Sports are delighted to have completed a sponsorship deal with Leicester City Football Club for the next three years, which will see Leicester City as the first club to endorse a JJB designed strip.

"JJB brings to the table an outstanding record of retail knowledge and will assist Leicester City with their retail operation and any future developments.

"Leicester City merchandise will be available across selected JJB Stores within the Leicester area."

JJB Sports replace Le Coq Sportif who have been the club's previous technical sponsors for the past six years.

JJB Sports currently operate from approximately 450 retail stores, with four stores in the Leicestershire region.

JJB Sports have 21 Fitness Clubs (with a further 18 being opened during 2005) with over 90,000 members and four Soccer Domes with one more due to open during 2005.

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