



press release

## **BETCLICK IS THE FIRST NEW OFFICIAL JUVENTUS JERSEY SPONSOR**

**Turin, 3<sup>rd</sup> April 2010** – Juventus Football Club S.p.A., within the framework of an innovative commercial strategy, and with the objective of increasing revenues from jersey sponsorship, decided to adopt a new format granting to two different partners the right to brand, respectively, the *black&white* and the second shirt. Consequently, the two partners will have visibility both in national and international competitions.

According to such strategy, Juventus signed today an agreement with Betclick UK Ltd. pursuant to which it will become the Juventus "Official Sponsor", with the "Betclit" brand, as of 1<sup>st</sup> July 2010 and until 30<sup>th</sup> June 2012.

Pursuant to the agreement Betclick will have the right to brand Juventus first jersey (*black&white*) in all national and international competitions played by the First Team.

Juventus will receive an overall base consideration of € 16 million and a variable amount linked to sport results in national and international competitions.

Juventus Chairman Jean-Claude Blanc declared: "In a very difficult economic context we have individuated an international partner of high standing in order to enact an innovative commercial strategy by splitting rights between first and second jersey. The agreement signed today is the first of the two "official sponsorship" contracts for the next two football seasons".

### **PRESS OFFICE**

Tel. +39 011.6563436  
pressoffice@juventus.com

### **INVESTOR RELATIONS**

Marco RE  
Tel. +39 011.6563456  
investor.relations@juventus.com

