

Press release 101119

Stena prolongs its commitment as Title Sponsor of Match Cup Sweden

After an initial year as sponsor, the Stena Sphere has now decided to become an active long-term partner of Stena Match Cup Sweden.

- We have already experienced a great return from the event and feel that this is a perfect forum for us, to be able to gather all our companies in one common project, explains Ulf Ryder, CEO of Stena Bulk.

The spring and summer became a hectic period for Stena. As a newly named Title Sponsor of Match Cup Sweden at the end of April, time was scarce to create the expected synergies with the event. The goal was to gather all Stena companies in a common project, something that has never been done before.

- Despite the little time we had to plan it, we are very pleased with our first year. It was without a doubt worth our effort. The event was enhanced in 2010 and got an amazing push when it comes to international media interest. As a result, the media value tripled compared to last year, which we are very happy about, Ulf Ryder continues.

His colleague Gunnar Blomdahl, CEO of Stena Line, continues:

- Water, wind and environment are elements all close to our hearts and it's what the sailing week at Marstrand is all about. Therefore, the connection to our businesses is very natural. Another valuable part is that the event format contains great opportunities to meet both clients and consumers.

Stena advocate long-term commitment in all of their activities and the partnership with Stena Match Cup Sweden is no exception.

– Match Cup Sweden is a unique possibility to reach out and show all the things we can do within recycling and environment, and we are going to continue doing that. Now we look forward to being an active partner to the event and see it develop to become one of the most attractive sailing events in the world, says Anders Jansson, CEO of the Stena Metall Group.

The partnership between Stena and Match Cup Sweden builds for an exciting future:

– Thanks to Stena we now have the possibility to realize many of our development plans for the event. The Match Cup has two primary legs; the sport and the commercial. We look forward to developing both of these legs to be able to offer the best experience, partly for the world elite of match racing, which sees Marstrand as a foundation of the World Match Racing Tour, and partly for the clients and consumers, says Jan Torstenson, CEO of Brandspot, the holder of the commercial rights of Stena Match Cup Sweden..

Stena Match Cup Sweden 2010 in numbers

Total media value: 290 million SEK (2009: 94,6 million SEK)

Turnover: 20 million SEK

For more information, please contact:

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About Stena Match Cup Sweden

Stena Match Cup Sweden is one of the largest public sailing events in Sweden. It is also one of nine World Championship events in the World Match Racing Tour. The event is held on Marstrand during one week in the beginning of July every summer and normally attracts more than 100 000 visitors yearly. Stena Match Cup Sweden is arranged by GKSS in cooperation with Brandspot. GKSS is responsible for the sports related parts and Brandspot is responsible for the commercial rights concerning the event.

www.matchcupsweden.com, www.wmrt.com