



Press release

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New Scandinavian sponsor co-operation boosts Petter Solberg in Mexico

Coming in to the WRC World Championship Rally in Mexico, March 3-6, former World Champion Petter Solberg will push even harder with his new sponsor EuroLotto.com behind him. Petter Solberg World Rally Team (PS WRT) has signed an agreement which makes EuroLotto, owned by Swedish gaming company Cherry, one of his main partners for the 2011 season.

- Through a creative process in the final stage, we searched for a partner with a solid foundation and a powerful message. I want to credit EuroLotto for facilitating a very constructive deal for both parts, Petter Solberg says.

The partnership includes a logo on Petter's Citroën, on material and supporter products as well as online. Furthermore, Petter Solberg will be the spokesman for EuroLotto's launch in all European countries.

- In Petter Solberg, we found a great athlete who personifies spirit and commitment, with fans all over Europe. This makes him the perfect representative for EuroLotto, Marius Andersen, EuroLotto.com, says.

EuroLotto is Europe's largest lottery with daily draws and has a guaranteed jackpot of 25 million euro. EuroLotto also has the Europe's largest scratch card with a 5 million euro jackpot. The lottery was launched all over Europe in 23 different languages in January this year. In a short time, the lottery has gained a substantial player crowd from all of Europe.

www.eurolotto.com

www.pettersolberg.com

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