

All Rise for **BLUE** eyes

Chart-topping band **BLUE** announce sponsorship of sell-out UK Arena Tour by ACUVUE®2 COLOURS™

London, 3 October 2002 BLUE today announced that its forthcoming UK Arena Tour ‘One Love’ is to be sponsored by ACUVUE®2 COLOURS™, the unique new coloured contact lenses from Johnson & Johnson. Duncan, Lee, Simon and Antony will be wearing the new range of striking, coloured contact lenses during their first ever sell-out National Arena Tour, adding to their existing ‘stopping power’ and massive appeal.

ACUVUE®2 COLOURS™ European Marketing Director, Ian Davies, explained the reason behind choosing Blue to help launch the brand: “ACUVUE®2 COLOURS™ contact lenses are all about creating an incredible impression and literally stopping people in their tracks. We wanted to find the UK band who best demonstrated their own unique variety of stopping power in everything they do. Following research, Blue stood out as the clear favourite, due to the huge impact and success they’ve achieved in such a short period of time combined with their responsible attitude to life. Individually and collectively, the boys are intuitive trendsetters. Their own natural sense of style is captivating and can, like ACUVUE®2 COLOURS™, truly stop people in their tracks. We’re delighted to be supporting Blue, and wish them every success with the ‘One Love’ UK Arena Tour.”

Blue’s Duncan James, speaking on behalf of all four of the boys said, “We’re very excited that Johnson & Johnson’s ACUVUE®2 COLOURS™ have chosen us as the band with the most stopping power in the UK and are very grateful for their generous support of our ‘One Love’ UK Arena Tour.

“We’ve already had great reaction from friends and fans who’ve seen us in ACUVUE®2 COLOURS™ lenses. They are so easy to use and comfortable that we’ll be wearing them throughout the arena tour to turn more heads than ever!”

The sponsorship deal offers a fantastic opportunity for consumers who will be able to try the same ACUVUE®2 COLOURS™ lenses worn by Blue at opticians across the UK, and at the same time, in some outlets, enter an exciting free prize draw to win a chance of a lifetime VIP meeting with the boys backstage at one of their arena tour venues.

Competitions in the local press will give additional opportunities to win Blue 'One Love' merchandise with ACUVUE®2 COLOURS™ throughout the arena tour.

A new website will be launched jointly by ACUVUE®2 COLOURS™ and Blue offering a live web chat with the boys, exclusive Blue arena tour news, biographical information about the boys themselves, and even more opportunities to win merchandise and meetings with the boys.

Style is in the eye of the beholder!

ACUVUE®2 COLOURS™ are the next generation of coloured soft contact lenses, that combine exceptional comfort and stunning cosmetic appearance, available in the seven most popular shades for coloured lenses and 2 different colour formats:

The Opaque

Colours that transform the colour of any eyes:

- Even if your eyes are very dark, this lens will give you a completely new look
- Opaques are available in blue, grey, green or honey

The Enhancer

Colours that enhance the colour of light eyes:

- If you have a light eye colour, the enhancers will subtly emphasise and brighten your existing eye colour
- Enhancers are available in blue, aqua or green

Additional features include UV-blocking* for additional eye protection against harmful UV radiation.

- Ends -

Notes to Editors

UV absorbing contact lenses are not substitutes for UV-blocking sunglasses, as they do not completely cover the eyes and surrounding area.

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Tour dates information:

November

Sat 16 Somerset Minehead Arena

Ireland

Mon 18 Dublin Point Depot

Tue 19 Belfast Odyssey Arena

Wed 20 Belfast Odyssey Arena option not yet on sale

UK

Fri 22 Nottingham Arena

Sat 23 Sheffield Arena

Sun 24 Sheffield Arena

Tue 26 Cardiff Arena

Wed 27 Cardiff Arena

Thu 28 Cardiff Arena

Sat 30 Birmingham NEC

December

Sun 01 Birmingham NEC

Tue 03 London Wembley

Wed 04 London Wembley

Thu 05 London Wembley

Sat 07 Newcastle Arena

Sun 08 Newcastle Arena

Tue 10 Glasgow SECC

Wed 11 Glasgow SECC

Thu 12 Glasgow SECC

Sat 14 Manchester E.News Arena

Sun 15 Manchester E.News Arena

Mon 16 Birmingham N.E.C.

Tue 17 Birmingham N.E.C.

Thu 19 London Wembley

Fri 20 London Wembley

Sat 21 London Wembley