



Press release

Veneto Banca, Official Partner of the Juventus Football Team Initialled an agreement on image initiatives, public relations and visibility rights

Turin, August 11th 2010 – Veneto Banca, the leading institute of the homonymous banking Group, will be the Official Partner of the Juventus Football Team up till June 2013, in accordance with the agreement initialled last few days.

The agreement, placing Veneto Banca among the high-level sponsors of Juventus, implies a series of transversal rights in terms of media exposure, from image exploitation (the use of the "Juventus Official Partner" logo and the Juventus football players' image) to public relations initiatives (stadium skybox and walk about, convention implementation, etc), among with a wide range of rights and visibility opportunities (LED sideline spotlights, backdrop interviews, Juventus communication media, etc).

Thanks to the recently initialled partnership, Veneto Banca will come in contact with more than 12 million black-and-white supporters, increasing the brand awareness among football fans and promoting its own services among the vast audience of black-and-white supporters.

Jean-Claude Blanc, CEO and General Manager of the Juventus football team, comments upon the partnership with Veneto Banca "The agreement signed with Veneto Banca perfectly fits in the commercial consolidated strategy undertaken by Juventus, interested in selecting high profile companies for sharing its own marketing vision and carrying out joint plans. We are convinced that Juventus will greatly benefit from the service quality and innovative dynamic reality that characterise Veneto Banca".

"Even if composed by local banks, the Veneto Banca Group has now both national and international features – underlines CEO Vincenzo Consoli -. The partnership with Juventus can only emphasise and confirm this well established fact, giving us the possibility to benefit from the huge opportunities offered by a top level football team such as Juventus".

*Lead by Veneto Banca, the Group is represented in Italy by the following institutes: Banca Popolare di Intra, Cassa di Risparmio di Fabriano e Cupramontana, Bancapulia, and in Eastern Europe by Banca Italo Romena (Romania), Veneto Banka Croatia, Veneto Banka Albany and Eximbank Moldavia.
Territory attachment, interest for SMEs, families and institutions are the Group's strong points.*

JUVENTUS FOOTBALL CLUB S.p.a PRESS OFFICE

Tel. +39 011.6563436
gabriella.ravizzotti@juventus.com

VENETO BANCA PRESS OFFICE

Tel. +39 0423.283366
relazioni.esterne@venetobancaholding.it