



Media Release

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ANZ sponsors Hong Kong 2008 Bledisloe Cup match in Hong Kong

[HONG KONG, 27 May 2008] – The Hong Kong Rugby Football Union (HKRFU) and Australia and New Zealand Banking Group Limited (ANZ) today announced ANZ as the naming rights sponsor for the Hong Kong 2008 Bledisloe Cup match, to be played in Hong Kong on November 1.

In an historic event for the Bledisloe Cup, this Hong Kong match will be the first time part of this annual competition between the Australian and New Zealand national rugby teams has been played outside of New Zealand or Australia.

ANZ's naming rights sponsorship was announced today at Olympic House in Hong Kong by ANZ Chief Executive Officer North East Asia and Hong Kong, Mr Alistair Bulloch and the Executive Director of the HKRFU, Mr Allan Payne.

ANZ CEO North East Asia, Mr Bulloch, said: "This event links traditional ANZ markets with our growth markets in Asia and promotes our presence here in Hong Kong. We are pleased to be able to help bring this historic rugby showdown to the rugby-loving people of Hong Kong and Asia Pacific.

"ANZ is expanding in this important hub to leverage the two-way flows with mainland China and across Asia. We have clear plans for growth in this region to support our aspiration to become a super regional bank in five-plus years."

"We are delighted to have ANZ involved in what is an incredibly exciting event for rugby not only in Hong Kong, but throughout the Asia-Pacific region," said Mr Payne, Executive Director of the HKRFU. "The sponsorship will help us deliver what will be a truly historic event for Hong Kong and our partner Unions."

The HKRFU also released information on the upcoming public ticket sale for the ANZ Hong Kong 2008 Bledisloe Cup, which will be held at the Hong Kong Stadium on November 1, 2008.

Tickets will go on sale to the Hong Kong public on Monday 28 July. From this date, tickets will be available through HK Ticketing's online booking, telephone hotline and HK Ticketing outlets.

Tickets have been initially sold through HKRFU Member Clubs to ensure that members of the rugby playing and supporting community were given priority and to encourage the continued growth of their memberships and the local rugby community.

To ensure the maximum quantity of tickets available to local residents, the HKRFU has limited the number of tickets that each person will be able to purchase to four.

Pricing:

The entire stadium will be reserved seating, unlike the Hong Kong Sevens, which is general admission. Customers will be able to choose from and reserve the available seats in the stadium and a range of price options will apply depending on the location of the seats.

The range is:

- HK\$1,080
- HK\$980
- HK\$880

HK Ticketing details:

Ticket Purchase Hotline: +852 31 288 288

Online booking: www.hkticketing.com

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