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Media Release - 10

Continental first UEFA EURO 2008™ Event Sponsor

UEFA announced today that Continental, a leading international automotive supplier, has signed as the first Official Event Sponsor of UEFA EURO 2008™ which takes place in Austria and Switzerland from June 7-29, 2008.

Continental is the first of four official UEFA EURO 2008™ Event Sponsors with global rights to sign-up for the Event. UEFA is in advanced negotiations for two other positions, while the fourth and final position is still currently available. These four Event Sponsors will join the existing six UEFA EUROTOP* partners who, as well as global rights to UEFA EURO 2008™, also sponsor UEFA's other Professional National Team Competitions – namely the UEFA Under-21 Championships, UEFA Women's Championship, and UEFA Futsal Championships. UEFA has to date announced five of the six EUROTOP partners.

As an Official Event Sponsor of UEFA EURO 2008™, Continental has also acquired broadcast sponsorship in connection with the live broadcast of the matches in Europe. The combination of broadcast and event rights will ensure maximum exposure and impact for Continental around one of the world's most exciting and successful football events.

"We are delighted to have a partner such as Continental, who has already got extremely close links with football. We are also confident that for UEFA EURO 2008™ the levels of media coverage and interest of the general sporting public will outstrip even those lofty heights we reached with the hugely successful UEFA EURO 2004™ in Portugal. We therefore welcome Continental on board and look forward to a close and fruitful relationship," commented UEFA CEO, Lars-Christer Olsson.

"This top-level sponsorship will enable us to continue using football as the central communications platform to focus attention on our premium tyre brand Continental," explained Manfred Wennemer, Chairman of the board of Continental AG, speaking today at Berne's Stade de Suisse stadium.

UEFA also recently announced the first signing of a National Supporter agreement with UBS. The National Supporter programme is an exclusive group of four Swiss and four Austrian companies respectively, designed to support to the highest level the staging and promotion of the event through the services and marketing expertise they provide.

The UEFA European Football Championship™, which begins on June 7, 2008 with the opening match in Basle, has grown into one of the world's most successful sporting competitions. UEFA EURO 2004™ broke all records attracting an average of more than 150 million live viewers for each of the 31 matches, while the official website reached a new high with over 500 million page impressions.

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