



**MEDIA RELEASE**  
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## **Phoenix-TAB Sport partnership a great bet for football**

Wellington Phoenix FC has secured a new partnership with national sports betting agency TAB Sport that will help the club enhance its profile throughout New Zealand.

The partnership will see TAB Sport's logo featured on the sleeve of the Phoenix's playing strips and training gear, starting with this Sunday's home match against Melbourne Heart at Westpac Stadium in Wellington.

It will continue the following two Hyundai A-League seasons, with a range of exciting initiatives planned by the club and TAB Sport.

Wellington Phoenix FC Chairman Rob Morrison said the partnership was another strong vote of confidence in the club and would help the Phoenix further strengthen its ambition of growing and developing support for, and interest in, its brand and football nationwide.

"The club is committed to being a leader in the New Zealand sporting landscape, something that will deliver major benefits for both the club and the game of football in New Zealand in the future," Morrison said.

"We are delighted to have an organisation of the standing and ability of TAB Sport on board with the club. Both our organisations are passionate about what we do and about the future of the club and the game in this country."

Michael Stiassny, Chairman of the New Zealand Racing Board, the organisation that owns and operates TAB Sport, said the Phoenix had captured the imagination of sports fans throughout the country.

"Our customers love their football. The Football World Cup is always one of our biggest events and the Hyundai A-League and the Phoenix, in particular, is building interest at a phenomenal rate. The club has sport's most passionate fans in the Yellow Fever, and a Phoenix home game is an unrivalled entertainment experience. We believe TAB Sport can add even more to that experience.

“But, crucially, we want to be part of the great things that are happening in football nationally, and we are looking forward to working with the club to cement the Phoenix's status as a truly premium sports brand.”

TAB Sport is already a major supporter of football in New Zealand, with significant annual levies paid to the national governing body based on wagering turnover and profit.

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