

## **Puma® And Genesis Announce The Signing Of Cardiff City Fc For The Next Five Seasons.**

*By Mark*

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*LONDON, 26th June 2009. PUMA® and Genesis announce Technical Kit partnership with and Cardiff City FC for the next five seasons.*

The announcement comes as the club announce their move into the new stadium. Peter Ridsdale, Chairman, Cardiff City FC said: "We are very proud to have entered into a partnership with such a leading brand as PUMA. Our new Technical Kit Partnership once again demonstrates the progress that has been made at Cardiff City Football Club."

The contract will see PUMA supply the Welsh club with their Technical and Replica Kit and Trainingwear for the next five seasons. Roger Harrison, PUMA UK Marketing Director comments: "We are thrilled to be embarking upon a five season Technical Kit partnership with Cardiff. This will give PUMA great exposure throughout South Wales and with great kit and good service we will be an excellent partner for the club."

Genesis Group International Ltd are PUMA's Licensee for PRO Teamsports for the UK & Ireland and the launch of the Bluebirds PUMA 09/10 Home and Away Kit sees the club join the portfolio of PUMA contracted clubs including Reading FC, Bristol City FC, Leyton Orient FC, Bath Rugby Union and England Rugby League.

Russell Thomas, Head of Sports Sponsorship, Genesis commented: "We're delighted to announce the deal with Cardiff City at such an exciting time in the Club's history. As City's Technical Kit Partner for the next five seasons, we've been working hard behind the scenes for a number of months with PUMA and the Club to produce a great quality Kit and Trainingwear range that supporters can be proud of. We look forward to the new season and the new home Kit making its first appearance at the official opening of the new stadium against Celtic on 22nd July.

"Genesis will be partnering with five Clubs in the Football League Championship in 2009/10 which, as the fourth most watched league in Europe, followed by over nine million fans, demonstrates we're delivering the right product to elite players on field and supporters in store."

The end of last year saw the launch of "The Kit Team" business, a commitment by PUMA and Genesis, to give grassroots Football in the UK and Ireland "Your Kit, Your Way". Fans that play Football themselves can now play in the same PUMA brand The Bluebirds will play in. For more information about The Kit Team visit <http://www.TheKitTeam.com/news>

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