

FIFA AND PANINI KICK OFF NEW AGREEMENT

Zurich, 29 January 2009

FIFA and Panini [the world's largest publisher of collectibles] have today signed a joint agreement for the next 6 years.

The exclusive agreement will cover the next two FIFA World Cups in South Africa 2010 and Brazil 2014 for Trading Cards and Sticker Album Collections. Panini collections have proven to be so popular over the last 10 tournaments, that Panini became the natural choice to continue its work with FIFA.

Thierry Weil, FIFA's Director of Marketing said: "FIFA is proud to work with our long term Licensee Panini for the 2010 and 2014 FIFA World Cups, especially after the success story of Germany in 2006"

The FIFA World Cup 2006 in Germany created the opportunity for Panini to mastermind the most successful collectable campaign in history. Panini sold their program into almost 100 territories around the world, with all previous sales records smashed.

Trading Cards and Stickers are collected by a widening number of consumer groups. Three generations have now grown up with the hobby as a firm favourite, with many children getting keen assistance and involvement from their parents and grandparents. However, many enthusiasts within the older age brackets don't need children as their excuse to get involved and are openly as keen to complete their collections.

Peter Warsop, Panini's Group Licensing Director said: "The Panini Group is privileged to have been appointed the exclusive collectible sticker and trading card licensee again. FIFA's actions in re-appointing us as their licensee are a great reward for the investments made previously. We are already in discussions with our promotional partners and are committed to continuing the positive trends we have already seen across all product categories."

Panini S.p.A.

The Panini Group was established almost 50 years ago in Modena, Italy and with its subsidiaries throughout Europe and Latin America, is the world leader in the published collectible sector. Panini is also the leading multi-national publisher of comics, children magazines and manga in Europe and Latin America. In 2008 the Panini Group is expected to have sales of c 1 Billion US\$, has distribution channels in more than 100 countries, and employs a staff of more than 700.

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To keep updated on the 2010 and 2014 FIFA World Cups, please visit the official website www.fifa.com.