

THE CHAMPIONSHIPS, WIMBLEDON

OFFICIAL SUPPLIERS 2009

- The Club has always sought to retain the unique image and character of The Championships and has successfully achieved over many years by development a range of long-term mutually beneficial Official Supplier agreements with a range of blue-chip brands, as well as specifically not commercializing the grounds overtly.
- The income from the Official Suppliers is an important part of The Championships' surplus which goes back into the development of the British game through the Lawn Tennis Association.
- Official Suppliers, of which there are 14 for The Championships 2009 (see below), provide goods and services, which are both essential for the staging of The Championships, and which meet the Club's objective of improving the quality of the service provided to the players, spectators, the media and the staff involved in organizing and running the event. Thus:
 - Rolex appears on the Centre and No.1 Court scoreboards as Official Timekeeper and in 2009 is associated with Hawk-Eye on screen on Centre, No.1 Court and Court 2.
 - Hertz provides transport for the players.
 - IBM has been the Club's IT consultants since 1990, building and powering the Wimbledon website to become one of the largest sports websites in the world. For 2009, IBM has developed various Wimbledon i-phone applications. IBM also provides the service speed displays on court, statistics for the media and screen graphics for broadcasters and the interface for the new Wimbledon Live broadband service integrated into www.wimbledon.org
- Official Suppliers have the right to use the Club's crossed rackets logo and to highlight their Wimbledon association through advertising and promotions in key markets around the world.
- In recent years, companies in the consumer field have become Official Suppliers with the aim of using The Championships to showcase their products for the benefit of players and public alike. For example:
 - Robinsons has been associated with The Championships since 1934, Lanson is the Official Champagne. Blossom Hill, a Diageo brand, supplies the wine, and leading consumer brands such as Nescafé, Häagen-Dazs and Garnier Ambre Solaire all have a key presence at The Championships.

- Polo Ralph Lauren is the Official Outfitter of Wimbledon. Polo Ralph Lauren is the first designer in Wimbledon's 129-year history to create and outfit all on-court officials including chair umpires and ball persons and in 2008 opened a Shop-in-Shop in the new Centre Court 4,300 sq ft Wimbledon Shop.
- Evian – the No 1 brand of bottled water both in the UK and worldwide, became the Official Bottled Water in 2008 as part of a long term contract providing bottled water to the players, court officials, ball boys and girls, as well as offering a range of their products for sale in all catering areas at Wimbledon.
- HSBC – as Official Banking Partner of The Championships, HSBC provides banking facilities at the HSBC Bank on site by the Museum Building. In 2009 HSBC will be promoting The Championships in the USA via an outdoor screening in the Rockefeller Centre in New York from 8am to 6 pm over the first five days of The Championships. HSBC continue to sponsor the *Road to Wimbledon National 14 and Under Challenge* as well as offering to match pound for pound the amount raised for charity through ticket resales (a sum in excess of £100,000 in 2008).

List of Official Suppliers for The Championships 2009 and year of association

Slazenger	Official Ball	1902
Robinsons	Official Still Soft Drink	1934
Rolex	Official Timekeeper	1978
IBM	Official Supplier of Information Technology	1990
Hertz	Official Car	1995
Group 4 Securicor	Official Security Services Provider	1998
Nescafé	Official Coffee	1999
Lanson	Official Champagne	2001
Häagen Dazs	Official Ice Cream	2006
Polo Ralph Lauren	Official Outfitter	2006
Ambre Solaire	Official Suncare Supplier	2007
Blossom Hill	Official Wine	2007
Evian	Official Bottled Water	2008
HSBC	Official Banking Partner	2008

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