



Vossen is an official sponsor of the LTA pre-Wimbledon tournaments

VOSSEN... IS MY SPORT

Vossen, the Austrian manufacturer of high-quality terry towelling, is for the first time sponsoring the three pre-Wimbledon tournaments in Birmingham (DFS Classics from 6 - 11 June 2005), Nottingham (ATP 10.telecom from 11 - 18 June 2005) and in Eastbourne (WTA from 10 - 17 June 2005). During the ATP tournament in Nottingham, all the international competitors will be wiping the perspiration from their brows with handtowels made by Vossen.

Throughout the duration of the games, the VOSSEN logo will also be clearly visible on the handtowel dispensers on Centre Court.

All the winners of the three matches will receive high-quality gifts such as sets of towels and bathrobes. Similarly, the winners of the Inter-Club Challenge, which takes place at various venues around the country, will be presented with high-quality Vossen products.

"For many years, Vossen has been actively supporting sports events," says Peter Scheit, Board Member responsible for Marketing and Distribution at Vossen AG. "The sponsoring policy we have been actively pursuing in

Germany and Austria for some years now aims to extend and consolidate brand awareness for the name VOSSEN amongst the relevant target groups. It made sense to expand this approach to include the export market which is expanding most rapidly. Our commitment to the LTA pre-Wimbledon tournaments provides us with an ideal platform for presenting our brand name and image to enable our customers to benefit," Peter Scheit continues. "After all, sports involve the expression of true emotion in all its guises. Tennis, in particular, conveys the ideas of international appeal, innovation and dynamism as regards brand names in a most effective manner. It is both the direct proximity to our products and, even more so, their intensive use by sportswomen and men that conveys the inner values of our products so effectively. VOSSEN is today's preferred high-quality terry towelling brand and meets the highest requirements in terms of quality, absorbency and skin-compatibility."

**VOSSEN ACTIVELY
SPONSORING SPORT**

Vossen is heavily involved in sponsoring sporting activities. At many domestic and international sports events, VOSSEN has a high-profile presence. Apart from the company's involvement in tennis, Vossen is seen at football events (Verein GAK, Graz, A, and Nia Künzer, who scored the golden goal in the Women's Football World Cup in 2003), at various golf tournaments and in all German beach volleyball competitions.

Vossen is Europe's leading brand manufacturer of high-quality terry towelling. For over 80 years

now, the company, based in Jennersdorf in Austria, has been supplying high-grade terry towelling to all four corners of the globe. The weaving mill and dyeing plant, which were refitted and modernised in 2003 for €6.9 m, produce high-grade towelling around the clock and 75% of the production is now exported.

In the United Kingdom, these high-quality handtowels, bathtowels and shower towels along with their beach towels, bathrobes, sauna wraps and bathrugs are to be found at Harrods, John Lewis, Fewicks, Jenners, Bentalls, Brown Thomas and Rouches.

Jennersdorf, May 2005

Additional details available from:

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