

Date:	21 January 2003
Subject	New Sleeve Sponsor for Knights

The Newcastle Knights today announced that NIB Health Funds is the club's new sleeve sponsor for 2003.

NIB, a Newcastle based organisation, are one of the largest and fastest growing health insurers in the nation.

They are now in their strongest trading position in 50 years of operation with reserves and membership at record levels.

NIB's Chief Executive Officer, Mr Mark Fitzgibbon said the Knights jersey sponsorship represented a strong commitment not only to the Knights, but also the Hunter community.

"The sponsorship is a perfect match between one of the country's top health funds and top rugby league teams," Mr Fitzgibbon said.

"Market research has shown that our shorts sponsorship of the Knights last season proved extremely successful in terms of brand recognition, and we expect this to be much higher this year as a result of the sleeve sponsorship.

"This is an important sponsorship for NIB in the Hunter as the Knights play a very significant role in creating a sense of community and we are proud to be a part of that," Mr Fitzgibbon added.

Knights' CEO, Ken Conway said NIB had demonstrated a sustained commitment to the club during its 15-year history.

"NIB is one of several locally based organisations that have been corporate supporters of the Knights since our inception in 1988," he said.

"And like the Knights, NIB has grown in stature and profile, to the point where they too, are leaders in their field."

"We are very proud and very pleased that NIB has agreed to upgrade their involvement with the Knights and look forward to working closely with them to achieve their goals.

Mr Conway also thanked long-time sleeve sponsor of the Knights, NBN Television, for their on-going high level support.

"NBN too, have been with the Knights since 1988 and importantly they will remain a major level sponsor in 2003 and beyond. Their support has been instrumental in positioning the Knights where we are today and we will continue to work very closely with them in the future."

The Knights will have their first hit-out in their new NIB-badged jersey in the World Sevens tournament on Saturday 1 Feb at Aussie Stadium.

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