

Date Wednesday, 9 June
Subject nib secures Stadium naming rights

Leading Australian private health insurer, nib, has secured exclusive naming rights to Perth's premium sports and entertainment venue, formerly known as ME Bank Stadium.

From 1 July 2010, the venue will be known as nib Stadium under a five plus five year agreement.

nib Stadium is Perth's premier rectangular venue hosting the Emirates Western Force (Super 15 Rugby Union), Perth Glory (A-League Football), WA Reds Rugby League and the South Sydney Rabbitoh's (when playing in Perth). Additionally, nib Stadium delivers a number of large concert and entertainment events each year.

The venue recently received confirmation of an \$82.5 million budget allocation from the Western Australian Government to fund stage one of a redevelopment program which will see the upgrade of the eastern grandstand and increase the capacity to approximately 25,000 seats.

Stadium Chief Executive Officer, Peter Bauchop, said nib was selected as the new naming rights partner following a national expression of interest process.

"Overall, we were very impressed with the number and quality of submissions received from a broad and extremely professional range of corporations seeking the exclusive naming rights to the Stadium," Mr Bauchop said.

"nib's strong business strategy and plans for integrating the Stadium naming rights with their WA-specific advertising and marketing activities makes it an ideal stadium partner in this time of significant growth and development."

"We believe that together, nib Stadium will provide new and exciting sport and entertainment opportunities for the Perth community at what is planned to become a world-class venue," Mr Bauchop added.

nib's Chief Executive Officer, Mark Fitzgibbon said the naming rights deal is nib's first sponsorship in Western Australia and reflects the health fund's commitment to growing its policyholder base in this key market.

"The naming rights of nib Stadium will form an important part of nib's marketing strategy in Western Australia and will complement our current brand sport sponsorship properties, which include the Geelong Cats, Newcastle Knights and NSW Rugby League State of Origin," Mr Fitzgibbon said.

"We are thrilled to put our name to Perth's most unique sporting and entertainment venue and believe the sponsorship will be an ideal vehicle to help us grow our brand and policyholder base in this key market," Mr Fitzgibbon added.

Under the naming rights agreement, nib Stadium will be rebranded from 1 July 2010 and will feature prominent signage around the venue.

nib Stadium will host its first event on Friday 6 August when Perth Glory play North Queensland Fury.

FOR FURTHER INFORMATION:

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About nib

As one of Australia's fastest growing health funds, nib provides affordable health cover to more than 770,000 people nationwide. Established more than 50 years ago, nib has experienced significant national market growth since 2002. In 2007, nib became the first Australian health fund to demutualise and list on the Australia Securities Exchange (ASX). This fundamental change of the business's corporate structure best positions nib to meet its aspirations of becoming a truly national health insurer that offers innovative products and services, and greater value for our customers.