



IPL

PRESS INFORMATION: FOR IMMEDIATE RELEASE

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IPL TO BE NEW MAIN SPONSOR OF BATH RUGBY

Leading IT services company, IPL, today announces that it will become Bath Rugby's main sponsor for the 2009/10 season.

IPL is Bath's largest high-technology employer specialising in software and information services. Its work plays a key role in enabling businesses and government agencies to function efficiently. IPL works with a wide range of clients both in the South West and nationally, including: the Audit Commission, EADS, the Highways Agency, MOD, the National Policing Improvement Agency, Nationwide, Orange, and Thales. With offices in the city centre, a few paces from the Bath Rugby's stadium (the Recreation Ground), IPL has played a major role in the prosperity of Bath for 30 years.

The deal will raise IPL's profile by promoting its brand on Bath Rugby's playing and replica shirts, team training wear, stadium advertising signage, and programme advertising. It also includes sponsorship of the Recreation Ground's East Stand, which will be branded "The IPL Stand". Commencing 1st July 2009, the sponsorship contract is initially for 12 months with an option to extend annually.

Shaun Davey, IPL's CEO, commented: "We are delighted to be taking over the prestigious role as the main sponsor of Bath Rugby, especially at a time when the team is challenging for top honours. IPL has always provided its customers with an exceptional service and, since our management buyout a year ago, IPL has gone from strength to strength. We have been looking for an opportunity to communicate our capabilities to a wider audience both locally and nationally. This arrangement presents just such an opportunity and cements the relationship between two great Bath institutions: Bath Rugby, with its huge following of supporters in the South West, and IPL, one of the region's most successful businesses."

Bob Calleja, CEO at Bath Rugby, said: "IPL is a major employer in Bath and has supported Bath Rugby over many years as a regular hospitality client. We believe that IPL shares many of Bath Rugby's values, such as team spirit, professionalism and achievement. We are delighted to welcome them as our new main sponsor and are looking forward to building a solid and lasting partnership."

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About IPL

IPL is an IT services company specialising in the delivery of intelligent business solutions to both private and public sector organisations. We help our clients exploit corporate information to yield tangible business benefits. Bridging the gap between business and technology, IPL applies world-class consultancy and unrivalled engineering skills to deliver innovative and dependable ICT solutions that address real business needs.

These exceptional services, executed to the highest standards, are delivered to high profile clients in Financial Services, Government, Transport, Aerospace & Defence, Emergency Services, and Telecommunications. Based in the city of Bath, IPL employs a staff of 245 and has a turnover of over £22M p.a.

For further information contact:

Graham Groom
Marketing Manager, IPL
Email: graham.groom@ipl.com
Tel: +44 (0)1225 475000
www.ipl.com

Tim Davies
Commercial & Marketing Director
Bath Rugby
Email: tim.davies@bathrugby.com
Tel: +44 (0) 1225 325200
www.bathrugby.com