

P R E S S R E L E A S E

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For immediate release



Kurt Muller secures One Year Advertising Deal at Manchester City Football Club

International Men's fashion label Kurt Muller yesterday secured a perimeter advertising deal at Manchester City Football Club for the Barclays Premiership League season 2004/5

The deal guarantees Kurt Muller targeted brand exposure at the ground until the current season ends in 2005, with the aim to increase global brand awareness. Manchester City has an average home attendance of 47,000 per match but the real benefit will be television exposure in UK and worldwide.

The state of the art revolving electronic banner is in prime right hand side corner location, in full view of the TV cameras located at the main TV gantry. SKY Sports has guaranteed to broadcast at least four live matches at the Club across the Premiership season ensuring 2-3 million viewers per match. The first of these live matches is this Saturday 16th October against Chelsea (kick off 5-30pm).

This combined with BBC again broadcasting the Premiership highlights on Match Of The Day (5-6m per week) will ensure that the UK TV viewing figures will exceed the accumulative 100 million that the Club has received in previous seasons.

With matches also being broadcast globally to 140 countries, exposure comes at a time when there is a growing interest in the KM brand internationally, particularly from European, North American and Far Eastern countries.

Kurt Muller is an upmarket collection of contemporary men's clothing including suits, jackets, trousers, shirts, jeans, t-shirts, leisurewear and knitwear. The KM style and quality extends beyond men's clothing to underwear, eyewear, belts, ties, socks, footwear and other accessories.

Kurt Muller currently has 12 stand alone stores located in the UK and Ireland and has expansion plans to open a further 12 stores in the next 2 years.

Franchise and distribution rights are currently being negotiated in several countries.

The Kurt Muller website at WWW.KURTMULLER.COM is set to launch a full interactive shopping service for its customers before Christmas.

Kurt Muller has a loyalty database of over 10,000 KM Privilege Card Members

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For further information, please contact:

Robby on 0870 990 5677, or via email at marketing@kurtmuller.com

Kurt Muller, Peter House, Oxford Street, Manchester, M1 5AN