

**Media Release
For Immediate Release
9 September 2003**

SHARP CORPORATION SPONSORS ONE OF THE WORLD'S BIGGEST SOCCER EVENTS

Sharp Corporation has today announced it is to be an official co-sponsor of the Union of European Football Associations (UEFA) Champions League for three years.

Sharp will co-sponsor the UEFA Champions League, the renowned battle between club soccer teams for the championship of Europe, as one of only two official suppliers from September this year.

Hosted by the UEFA, the UEFA Champions League has a prestigious history and phenomenal following. The games are televised globally and watched by more than 4.8 billion people, making it one of the biggest football events in Europe.

As part of the sponsorship, Sharp Corporation billboards will be displayed pitch-side at all Champions League matches. Sharp will also use the UEFA Champions League logo when advertising, promoting and publicising audiovisual equipment, home appliances, and mobile phones.

Deputy Managing Director of Sharp Corporation of Australia, Denis Kerr, said the UEFA Champions League provides an excellent opportunity to expose Sharp Corporation to worldwide audiences.

"Sharp sponsored Manchester United for 18 years which allowed us to contribute to local communities and reach large audiences. Sharp is currently working to raise its brand image worldwide and the opportunity to co-sponsor the UEFA Champions League through this official supplier agreement presented us with a golden opportunity to market our brand globally, while assisting in the production of one of the world's biggest events," Mr Kerr said.

Sharp Australia will be conducting a national promotion in conjunction with the Championship, with a number of winners traveling to Germany for the finals.

The 2003-2004 UEFA Champions League runs from September 16, 2003 to May 26, 2004. Seventy-two clubs from 48 countries will participate, playing a total of 125 matches, with the final to take place in Gelsenkirchen, Germany.

For more information on Sharp, go to www.sharp.net.au

ENDS

**For information, images and interviews, contact Vanessa Fowler
Bay Street Communications
(02) 9212 4335 or vanessa@baystreet.com.au**