

PRESS RELEASE



PREMIER LEAGUE AND BARCLAYS ANNOUNCE COMPETITION NAME CHANGE

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The Premier League and Barclays today announced that from the start of the 2007/08 season the competition name will change to the Barclays Premier League on a global basis.

The competition is currently known as the Barclays Premiership in the UK and the Barclays English Premier League overseas.

The decision was taken after extensive research with fans and other stakeholders during the Premier League's recent re-branding exercise showed the need for a single unified identity.

Premier League Chief Executive, Richard Scudamore, said: "We are confident that our simplified and strengthened global identity will help fans associate better with our fantastic competition".

Robert E. Diamond Jr, Barclays President, said: "We're delighted to be the title global sponsor of the Barclays Premier League because of its huge appeal among fans across the world. Introducing a single name for the competition presents our brand in a consistent way across the world."

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