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Maxell Announces Sponsorship of ISU European Figure Skating Championships® 2009

MAXELL SECURES SPONSORSHIP FOR ANOTHER YEAR

(London, UK, Jan 2009), Maxell Europe Limited, leading technology manufacturers of data media products, Flash Media, Memory Cards, Batteries and Accessories is delighted to announce that they will be continuing their sponsorship with the ISU European Figure Skating Championships® in 2009, taking place on 20th Jan – 25th January 2009, in Helsinki, Finland.

This will be the third year that Maxell have sponsored the ISU European Figure Skating Championships®, maintaining the successful relationship established over previous years.



The Championships, held in the Hartwall Areena, will host over 150 skaters over the course of the week, bringing together the best skaters from all members of the International Skating Union (ISU). Audiences can look forward to five days of competition covering four disciplines including Men and Ladies Individual Finals, Ice Dance, Pairs and the highly anticipated Exhibition Gala on the final day.

The 2009 Championships will see the return of figure skating favourites such as Kiira Korpi, Miikko Minkkinen and the current European Pairs Champions, Aliona Savchenko and Robin Szolkowy, all looking to provide breath-taking performances and win gold.



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Broadcasting to a global audience, the ISU European Figure Skating Championships® is expected to reach over 138 million audiences, and targeted to achieve over 450 hours of TV coverage across Europe's main channels including EBU (Europe), France 2/3 (France), Eurosport and RTR Sport (Russian).

The sponsorship with the ISU, will enable Maxell to maximise advertising opportunities including an advert in the official program, branding on 5m rink panels, branding on event promotional material including tickets, event posters, bulletins and a direct link to the Maxell website.



Says Holli Ng, European Marketing Manager at Maxell Europe,

"This is another fantastic partnership that we are pleased to be involved with, we achieved high exposure as a result of last year's sponsorship with the ISU European Figure Skating Championships®, and were also able to reward our customers with invitations to the different performances. Figure skating is a wonderful sport that not only attracts a global audience, but is watched by avid sports fan of all ages. I am confident that we can achieve maximum impact again for Maxell as an official sponsor of the ISU European Skating Championships® 2009. We look forward to working with the ISU once again, and to seeing the live finals. Good luck to all the competitors taking part."

Look out for the live finals broadcasted from 20th Jan – 25th Jan in Helsinki, Finland.

For more information on the Maxell Europe range of Data Media, Accessories, Batteries and Flash Media, please visit www.maxell.eu

For more information on the ISU European Figure Skating Championships 2009, please visit http://www.stil.fi/european_championships_2009/in_english

About Maxell

A technology and brand leader in premium data storage media products since 1960, Hitachi Maxell Ltd is a full-line manufacturer of digital and analog media products for the consumer, data storage and broadcasts markets. For more information, please visit www.maxell.eu

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