

BULLDOGS

MEDIA RELEASE

Thursday 11 June 2009

Jaycar Electronics has signed on as the Bulldogs front of jersey partner for the rest of the 2009 season, with players to run out in the new jerseys for Friday night's highly anticipated clash with the Brisbane Broncos at Suncorp Stadium.

As one of Australia's leading electronics retail companies Jaycar's principles of quality and value for money provide a neat fit with the Bulldogs business ideals.

Welcoming the premium investment in the Club, Chief Executive Mr Todd Greenberg says Jaycar has made a sound business decision in difficult economic times.

"Jaycar has seen the unique opportunity that the Bulldogs and Rugby League presents to connect with a large and diverse customer base," Mr Greenberg said.

"Their support is a great vote of confidence in what we're achieving as a Club, Jaycar is a smart and savvy company and we're delighted to work with them."

With over 60 stores across Australia and New Zealand Jaycar expects the relationship will broaden knowledge of their business and grow turnover.

"Being on the front of the Bulldogs jersey is a great advertising vehicle for us," said Mr Gary Johnston, Jaycar Chief Executive.

"Research shows that they are one of the most watched teams in Australian sport and as a company looking to enhance awareness of who we are and what we do the Bulldogs provide us with the opportunity to get into the homes and lives of millions of people.

"We love what the Bulldogs are doing and we're looking forward to the months ahead and sharing in the excitement of what promises to be a thrilling run to the finals."

Mr Greenberg also wanted to highlight that whilst Jaycar will replace Camp Quality on the front and top of back of jersey the commitment to sponsor Camp Quality and continue the partnership will remain.

"Both Camp Quality and the Bulldogs continue to be overwhelmed by the impact that the partnership is having not only on both organisations but on the broader community in general."

Camp Quality CEO, Simon Rountree said "the work that we are doing with the Bulldogs and the impact on the families involved has been inspirational. We are excited that all of the work that the Bulldogs are doing in the community is being recognised by Australian businesses".

Frank Barrett
Football and Media Manager
Ph: Direct - 02 87626825 / Office – 87626800
Mobile - 0439 535 055