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**maxell**

**PR Contact:**

Holli Ng or Dan Woodstock

Maxell Europe Limited

T: +44 1923 331000

E: [ngh@maxell.eu.com](mailto:ngh@maxell.eu.com) or [woodstockd@maxell.eu.com](mailto:woodstockd@maxell.eu.com)

## **Maxell Announces Sponsorship with 2008 European Figure Skating Championships** Figure Skating Reaches Its Climax At Zagreb, Croatia

(London, UK, Nov 2007), Maxell Europe Limited, leading technology manufacturers of data media products, Flash Media, Memory Cards, Batteries and Accessories are happy to announce their sponsorship with the 2008 European Figure Skating Championships, taking place on 21<sup>st</sup> Jan – 27<sup>th</sup> Jan 2008, Zagreb, Croatia.

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

Maxell will also be exhibiting a selection of recordable storage media and accessories within the public areas of the arena.

The Championships, held in the Dom sportova Arena, 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 seven days of competition covering four disciplines including Men and Ladies Individual Finals, Ice Dancing and Pairs Finals.

The 2008 Championships provide figure skating performances, which will appeal to all tastes, including breath-taking routines expected from Brian Joubert, the current European and World Champion.

Broadcasting to a global audience, the 2008 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).



Maxell Europe Ltd  
[www.maxell.eu.com](http://www.maxell.eu.com)  
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The sponsorship with the ISU, will enable Maxell to maximise advertising opportunities including an advert in the official program, branding on 5m poster panels around the rink, an exhibition stand, 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 a fantastic partnership that we are pleased to be involved with, the European Figure Skating Championship 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 for Maxell as an official sponsor of the 2008 European Skating Championships. 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 21<sup>st</sup> Jan – 27<sup>th</sup> Jan in Zagreb, Croatia.

For more information on the Maxell Europe range of Data Media, Accessories, Batteries and Flash Media, please visit [www.maxell.eu.com](http://www.maxell.eu.com) or telephone our European Headquarters on +44 (0) 1923 331000.

For more information on the 2008 European Figure Skating Championships, please visit [www.euroskate2008.com](http://www.euroskate2008.com).

#### **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.com](http://www.maxell.eu.com)

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