

UBS ARENA

in cooperation with UEFA EURO2008™

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UBS ARENA - Switzerland's fifth soccer stadium is complete

Aarau | Buchs | Chur | Glarus | Lausanne | La Chaux-de-Fonds | Nyon | St. Gallen | Thun | Winterthur | Zug – these eleven towns and cities will be joining the venues already announced: Bienne | Kreuzlingen | Locarno | Lugano | Sion | Solothurn to host the UBS ARENA and create Switzerland's fifth soccer stadium. At each of the 17 selected venues, individually designed arenas with covered grandstands, free terrace places, an LED video wall, a sports shop and food and refreshments will be built in line with the specific local framework.

So that all parts of the country can join in the UEFA Euro 2008™ celebrations, two UBS arenas will be set up in the Ticino. A further four will be built in French-speaking Suisse Romande, while German-speaking Switzerland will host eleven. Each of the venues will host an arena with capacity for several thousand visitors to enjoy a unique football fiesta.

Thomas Gloor, director of the event organizer Perron8, is delighted to have reached the first project milestone with such success. "Choosing the venues is the first important step. We have carried it through on a tide of enormous enthusiasm for UEFA Euro 2008™ and for the UBS ARENA project among the Swiss population and municipal authorities alike. Our partners UBS, Carlsberg, Coca-Cola, MasterCard, Coop/Bell, Intersport, SRG SSR idée suisse and Switzerland Tourism have displayed enormous commitment and will permit us to finance the 17 arenas that we have announced. Even so, it has been impossible for us to consider all of the excellent application dossiers we received".

The venue selection committee emphasizes the high quality of applications and the fact that, although similar, no two of the 17 UBS ARENA will be exactly the same. According to the committee's spokespersons, the towns and cities concerned realized that they would draw enormous benefit from the top-flight infrastructure, logistics services and communications associated with this federal government-supported project. Another deciding factor was probably also the active participation of SRG SSR idée suisse, which will turn its *idée suisse* into reality by networking all of the arenas into Switzerland's fifth soccer stadium. All of the towns and cities concerned succeeded in playing to their strengths and putting their own distinctive stamps on their arena. For example, some venues will be setting up their own fan zones – with their own very special atmosphere – alongside the UBS ARENA. Others are planning to involve figures from the local arts scene.

MasterCard also partnering UBS ARENA

MasterCard has been committed to international football for many years and has now become an official UBS ARENA partner. "We support the idea behind the UBS ARENA, of giving the entire population and all language regions the chance to be part of this unique festival of football", says Christian Stolz, Country Manager Switzerland.

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