

## 2. 10. 2009, Zug, Switzerland

### ***Famous Swiss cheese brand becomes Title Sponsor of the event!***

The traditional cheese of Switzerland, Le Gruyère AOC Switzerland, a long time supporter of the Olympic Winter Sport of Curling, is to sponsor the European Curling Championships for two years starting with the 2009 event in Aberdeen.

The brand will have title rights as follows: Le Gruyère European Curling Championships 2009 in Aberdeen, Scotland and the Le Gruyère European Curling Championships 2010 in Champéry, Switzerland. The entire Eurosport TV inventory will belong to Le Gruyère AOC Switzerland and the advertising opportunities will be optimized, including a new positioning to the under-ice advertising which gives better visibility.

Philippe Bardet, Director of Le Gruyère, said: "There is an excellent fit between curling and Le Gruyère AOC Switzerland, which is why we have supported this sport for so many years. With our home base Switzerland, this association gives us a great opportunity to support the event in Europe and emphasise the unique Swiss appeal of the brand. Great Britain is also an important market for us and we will activate our broad range of rights on-site."