



Tuesday December 19, 2006

Members Equity Bank becomes first membership sponsor in the NRL

Members Equity Bank (ME) is excited to announce it has become the membership sponsor of the South Sydney Rabbitohs (Rabbitohs) for the next three years. ME is the first membership corporate partner in the National Rugby League (NRL).

The partnership is NRL endorsed and will see ME obtain the naming rights to member related events, activities and properties for the Rabbitohs for the next three seasons. ME will also be involved with the Rabbitohs supporters groups across Australia.

The sponsorship was launched by Bernie Fraser (Chair of the ME Board) and Paul Kelly, National Advertising and Sponsorship Manager in a press conference at NRL Headquarters today.

Paul Kelly, National Advertising and Sponsorship Manager, said the sponsorship is about connecting with Rabbitohs fans and encouraging them to get more involved in their club through a membership.

"ME is very excited about being the first membership sponsor in the NRL. The partnership is groundbreaking for the NRL and provides ME with a unique opportunity to support those who are so passionate about the club.

"When evaluating the sponsorship deal, ME was particularly impressed by the club's commitment to community organisations. Through an initiative called 'Souths Cares', which provides community groups in need with financial support and resources, the Rabbitohs support and contribute to fundraising for children's health and community development programs.

"ME is looking forward to working with the Rabbitohs and Souths Cares to build the ME brand in the Sydney market, by supporting the members and local community development," he said.

Rabbitohs Executive Chairman Peter Homes a' Court said the support of ME was an important part of increasing membership numbers.

"This is a very exciting partnership and one in which we know will be highly beneficial for both ME and our club," he said.

Members Equity Bank (ME) works in partnership with the ACTU, affiliated unions and various industry superannuation funds to deliver a fair deal to working Australian families. ME is 100% Australian owned and is committed to providing exceptional customer service.

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For further information contact Paul Kelly, National Advertising and Sponsorship Manager, 0438 249 532.