



LICENCE TO THRILL
2006

WESTS TIGERS
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PRESS RELEASE

For Immediate Release
Thursday, November 16, 2006
Contact: Wayne Cousins, Promotions & Media Manager
Contact: 8741 3300 or 0412 115 195.

NEW SLEEVE SPONSOR FOR WESTS TIGERS

Proton Wests Tigers have today announced a new sleeve sponsorship deal for 2007 with LiuGong Machinery Australia.

A global company, LiuGong is the largest and best manufacturer of excavators, wheel loaders, road maintenance equipment and graders in China.

Managing Director of LiuGong Machinery Australia Denis Robson said the company was delighted to be associated with Wests Tigers.

“LiuGong in China has a very long and famous history but is very new to the Australian marketplace and we have spent the last two years in training, getting the products right, distribution in place, people trained, raising our profile and developing our image,” Mr Robson said.

“We are now confident to take on the big players and shock the industry, much like the Wests Tigers did in winning the premiership against the odds in 2005.

“Our industry is in construction machinery. The company is investing heavily in new product ranges such as loader backhoes, skid steer loaders, forklifts and other utility products.

“Already we are experiencing benefits from our association with Wests Tigers that are invaluable long before the season has started.

“Wests Tigers have a ‘can do’ attitude. This is why LiuGong wants to be associated with the club. It creates energy and this leads to tangible results.

“What Wests Tigers do is inspirational and we can gain confidence in being associated with the calibre of people which is not necessarily limited to the players but also the management, coaches, trainers and hard working staff behind the scenes, all of whom are not afraid of significant challenges.”

Chief Executive Officer Steve Noyce said the sponsorship was great news for Wests Tigers.





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"We are all absolutely thrilled to have a company of LiuGong's stature on board next season," Mr Noyce said.

"LiuGong follows in the footsteps of a number of global brands that are represented on the jersey of the Wests Tigers. This strong corporate support is a big vote of confidence for the team as they begin their 2007 premiership campaign."

For more information on LiuGong, contact Denis Robson on (02) 9630 8083 or visit their website at www.liugongaustralia.com.

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