

MasterCard Worldwide extends sponsorship of the UEFA Champions League

MasterCard signs three-year extension agreement through 2012 season

Brussels, April 7, 2009, MasterCard Worldwide today announced that it will continue as an official partner of the UEFA Champions League through the 2012 season, and for the UEFA Super Cup 2009, 2010 and 2011. The three-year deal will run until the end of the 2011-12 football season and will see MasterCard continue to leverage the sponsorship through its exclusive 'payment systems' product category.

Javier Perez, president of MasterCard Europe, said: "Sponsorships represent a critical component of MasterCard's global marketing approach, and we are pleased to renew our involvement with the UEFA Champions League. We will continue to use this platform to further deliver shareholder value by creating exclusive business-building opportunities for our customer financial institutions and merchants, while building MasterCard brand affinity by offering priceless experiences to MasterCard cardholders."

Commenting on the announcement, David Taylor, General Secretary of UEFA, said: "We are very happy to be renewing our relationship with MasterCard, one of the world's premier global brands. MasterCard has been a valued long-term partner of ours and we are pleased that they have chosen to continue supporting UEFA and the UEFA Champions League. The UEFA Champions League will continue to be a strong platform helping MasterCard create priceless experiences for millions of cardholders globally."

MasterCard joins Heineken, Sony and UniCredit as the fourth Official Partner for the 2009-2012 seasons.

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About MasterCard Europe and MasterCard Worldwide

MasterCard Europe is the entity responsible for managing MasterCard Worldwide's business in Europe - for Europe. With headquarters in Waterloo, Belgium, MasterCard Europe works with 51 European countries stretching as far afield as the eastern border of Russia. Through its network of local offices, MasterCard Europe can understand and meet the diverse needs of customers in the very different types of markets throughout Europe, enabling people to do business in their own way in their own language.

Through MasterCard Worldwide, MasterCard Europe offers its European customers and consumers access to leading payment services throughout the world. MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes approximately 21 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to www.mastercard.com.

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