



FA secures BT partnership for St. George's Park development

LONDON, ENGLAND; 27 October 2011: BT has become the Official Communications Services Partner of St. George's Park, the first of a select number of tiered blue-chip partners of The Football Association's new National Football Centre, under development in Burton upon Trent.

In an exclusive five year, multi-million pound agreement, coaches, players and business users of St. George's Park will all benefit from a state-of-the-art, bespoke, high-speed BT iNet voice and data network plus BT Openzone Wi-Fi.

David Sheepshanks, Chairman of St. George's Park, said: "We are absolutely delighted to welcome BT as a partner for the St. George's Park development and their association with us is a ringing endorsement of its importance and its growing national identity.

"The buildings are taking shape at a rapid rate and you can now get a real sense of what an inspirational and special place it will be. St. George's Park will be at the very centre of coach education and young player development and for The FA to be delivering its philosophy and agenda it needs the very best technology infrastructure and facilities. We look forward to working closely with BT."

Graham Sutherland, managing director, BT Business, said: "We are very proud to support St. George's Park and to help The FA develop the next generation of sporting greats. With the best communications technology at the heart of this project, English football can build a competitive advantage on the field."

Commenting on the agreement, Sean McAuliffe, Group Head of Business Development at The FA, said: "The fact that an organisation and brand of the stature of BT share our vision for St. George's Park demonstrates the legacy and impact our centre of excellence will create. We look forward to making this partnership a success."

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Close to one million visitors will use the network over the term. Sponsorship and marketing rights have also been agreed with BT joining a growing list of commercial partners, headed by Lead Partner Umbro, as well as Official Hotel Partner, Hilton Worldwide.

BT is the Official Communications Services Partner to the London 2012 Olympic and Paralympic Games, title sponsor of the BT Paralympic World Cup, and also sponsors the charity Football Aid. Three of Britain's national stadia – Wembley Stadium, the Millennium Stadium and Hampden Park – have BT-installed technology, and BT Vision's entertainment service provides live matches from the Barclays Premier League and live action from The FA Cup with Budweiser and the Football League. BT has more than 60 years experience in sports content delivery, and its media and broadcast services support The FA Cup, Wimbledon and Rugby Union, among 3,500 headline events, each year.

BT joins a growing list of commercial partners, headed by Lead Partner Umbro, as well as Hilton Worldwide. Construction of St George's Park is already well underway and the centre is on-track to open in the summer of 2012.

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For further information:

For St. George's Park enquiries please call The FA press office on 0844 980 0700 or the BT Group Newsroom on its 24-hour number: 020 7356 5369. From outside the UK dial + 44 20 7356 5369. All news releases can be accessed at BT's web site: <http://www.btplc.com/News>

Notes to editors:

About The FA: The Football Association (FA) is the governing body of football in England and is responsible for developing the game at all levels, from grassroots to the international teams. As a not-for-profit organisation, The FA is committed to making football a positive and inclusive experience for everyone involved, from players and coaches to match officials and spectators. The FA runs 24 England teams, including youth and disability sides to the men's and women's seniors, as well as eleven competitions such as the world-famous FA Cup. As English football's governing body, The FA is also responsible for the regulatory aspects of the game, including disciplinary procedures and doping control.

About BT: BT is one of the world's leading providers of communications solutions and services, operating in more than 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services.

BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale. In the year ended 31 March 2011, BT Group's revenue was £20,076 million with profit before taxation of £1,717 million. British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group.

BT Group plc is listed on stock exchanges in London and New York. For more information, visit www.bt.com/aboutbt. For more information about BT's global banking & financial markets vertical, visit www.bt.com/gbfm

About St. George's Park: St. George's Park is The FA's £100m development in Burton upon Trent, England, which will be the national centre for coach education. A multi-sports facility, it will act as home for Club England and its 24 representative teams. The centre will also be home to FA Learning and the League Managers' Association. For more information about St. George's Park, visit www.TheFA.com/sgp