

FINAL MEDIA RELEASE

Consumers are gearing up for World Cup Fever

London, Monday 22nd May 2006: - Over 40% of a selected group of consumers across the Big 5 European countries have already purchased or intend to purchase an official national team shirt for the World Cup 2006, claim NPD Sports Tracking Europe following a recent survey conducted in association with online fieldwork partners Research Now.

Some 14% of the 5,000 consumers interviewed have already purchased a national team shirt, and a further 30% say they will be purchasing an official national team shirt in the run up to the World Cup 2006. Sport specialist market intelligence company, NPD Sports Tracking Europe, in association with fieldwork partners Research Now, interviewed 1,000 consumers in each of the five largest European countries - UK, France, Germany, Italy and Spain - asking a number of questions related to the World Cup 2006.

It is perhaps no surprise that more consumers in the UK than other countries claim they have already purchased an official national team shirt for the World Cup - 21%. A further 34% state they will buy one before the World Cup.

The same proportion of consumers in Italy suggest they have or will buy an official team shirt, 55% claiming as such.

Are French and Spanish consumers really less passionate about the beautiful game? Only 30% of the French claim they have or will purchase an official team shirt, compared with 37% in Spain and 41% in Germany.

A small proportion of consumers interviewed in each country do not support that national team of their residence.

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Notes To Editors:

ABOUT NPD Sports Tracking Europe

NPD Group Inc. is a US-based market research agency and the leading analyst of the sporting goods sector in Europe, Asia and North America. NPD Sports Tracking Europe® operates electronic point-of-sale and consumer panel data collection, giving sporting goods manufacturers precise information about the state of the markets and partner retailers unparalleled insight into their own performance on specific models and styles of athletic footwear, apparel and equipment.

ABOUT Research Now

- Research Now are the leading European online fieldwork and panel specialists
- Research Now owns the "Valued Opinions" family of panels across countries across Europe (Spain, UK, Germany, France, Italy, Republic of Ireland, Austria, Sweden and Russia) and Australia, comprising 800,000 panellists globally.
- Research Now's online panels are used by the leading research agencies and some of the world's best known companies
- Research Now floated on the AIM market of the London Stock Exchange in August 2005