

HULL CITY AFC PRESS RELEASE
CLUB ANNOUNCE NEW WEST STAND SPONSOR

Hull City AFC is delighted to announce a new partnership agreement with Forest Pines Hotel & Golf Resort to sponsor the West Stand at the KC Stadium.

The partnership will see Forest Pines promoted as a main sponsor of the club, and various commercial initiatives will form the basis of the agreement.

Forest Pines Hotel & Golf Resort, part of QHotels; the 2008 - 2009 AA awarded hotel group of the year, has been the setting for many Hull City AFC corporate events over the years. The luxurious 188 bed Hotel boasts superb leisure and spa facilities, excellent dining options plus a beautifully crafted 27 hole championship golf course set in 190 acres of award winning grounds. Just off Junction 4 of the M180 and 11 miles from Humberside Airport, Forest Pines is an ideal base for anyone wishing to visit the region and the KC Stadium.

Russell Bartlett Chairman of Hull City AFC, commented. "This is an exciting new partnership for us to announce, and fits well with our intention to work with businesses locally and nationally.

"We will not only represent their brand but also work closely to deliver commercial solutions to them whilst creating long term partnerships and above all excellent value. This is at the very core of our strategy to strengthen and progress as a club over the coming years"

Chris Cottam, Regional General Manager at Forest Pines, is delighted with the new sponsorship deal and said. "I have actively and passionately supported Hull City since moving from the Middle East in 2006. We have benefitted from the club as Premiership teams have stayed at the hotel over the past 2 years and it's only right that we now support the club back into the Premiership. I speak for myself and the entire hotel team when I say that we are all really looking forward to working with the Hull City team in this exciting new partnership."

For further information contact Linton Brown, Hull City AFC Commercial Manager, on 01482 504600 or e-mail linton.brown@hulltigers.com or (Forest Pines contact details).

For further information about Forest Pines, visit the hotel's website at www.QHotels.co.uk/forestpines