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CPC On Board As China Pub Company Yellow Sea Cup Sponsor

(LONDON, 6 August 2008) China Pub Company is delighted to announce the signing of a sponsorship agreement with The Yellow Sea Cup Tournament.

To be known as The China Pub Company Yellow Sea Cup, this hotly contested rugby tournament comprises four participating teams - Beijing Devils Rugby Club, Guangzhou Rugby Club, Seoul Survivors Rugby Club, and Shanghai Hairy Crabs. Rugby Club.

“We are delighted to be the sponsors of The China Pub Company Yellow Sea Cup,” stated China Pub Company HK Ltd Chief Executive Officer, Ian Thomson. “Rugby continues to grow in popularity the world over and teams participating in The China Pub Company Yellow Sea Cup have contributed a great deal to the growing popularity of this annual rugby tournament.”

The sponsorship agreement between Yellow Sea Cup Tournament and the China Pub Company covers the seasons 2008-2017.

“The sponsorship provided by China Pub Company for The Yellow Sea Cup, to be known as The China Pub Company Yellow Sea Cup, has come at a very opportune time,” stated China Pub Company Yellow Sea Cup Tour Operator, Simon Drakeford. “The tournament has been going for three years and the original three teams were discussing how the tournament could take advantage of and support the growing rugby scene in China in coming years”.

“The valuable injection of funds from China Pub Company provides participating teams with a significant contribution towards the cost of travelling to play games. It also enables newer Chinese teams to seriously consider being able to join anew The China Pub Company Yellow Sea Cup second division. These two things will have a significant impact on the amount and quality of rugby played in China and beyond.”

“Over the coming years, the member teams are very much looking forward to working and growing with China Pub Company as they increase their presence across Greater China.”

In the 2008 season The China Pub Company Yellow Sea Cup sees the first participation of the Guangzhou Rugby Club joining teams from Shanghai, Beijing and Seoul.

It is a round robin tournament where each team plays the three other teams once in either spring or autumn, one year playing at home and the next away from home. Once all matches have been played, the champion will be declared.

Excitingly, this year's Grand Finale is to be held on 31 October when all teams will play their final matches in Hong Kong at King's Park prior to the Australia – New Zealand Bledisloe Cup match on November 1.

Information about The China Pub Company Yellow Sea Cup will soon be available at: www.cpcyellowseacup.com

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