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WORLD CLASS FACILITIES ANNOUNCED FOR CARDIFF'S NEW STADIUM

Cardiff's New Stadium, future home to Cardiff City FC and Cardiff Blues Rugby, announce the launch of their new 2,250 seat members' club and corporate hospitality facilities today (22 January 2008), which are set to appeal to Welsh businesses and generate millions of pounds of revenue for the clubs.

The New Stadium will have facilities especially designed for the city's businesses in its "Premier Club", which offers allocated, padded seats overlooking the half way line, corporate hospitality in exclusive five star bars and restaurant, private entrance to the ground and allocated VIP parking.

Members will pay a one off joining fee to secure their seat for life and then choose from the monthly subscription packages on offer to enjoy the facilities and access to all of Cardiff City Football's home games, Cardiff Blues Rugby home games, or both.

Ashley Donlan, Managing Director of the Premier Club explains,

"Cardiff is a European capital city and for too long it hasn't had the stadium capability for football and rugby that it should. The Premier Club will offer world class facilities for Welsh businesses including a beautiful glass fronted restaurant that overlooks the pitch and a five star bar and lounge that's perfect for networking. It's unlike anything seen in Wales before."

He continues,

“The club’s ideal for small and medium sized businesses because it’s so flexible. Business membership traditionally means paying for a box or a table of ten, but at the New Stadium you can choose the number of seats you’d like to buy, choose on the day the kind of dining you’d like and crucially, choose how much you’d like to pay. It allows smaller businesses to enjoy all the benefits of corporate hospitality at a fraction of the cost. ”

All of the money generated from the seats will be invested in Cardiff City FC and Cardiff Blues.

Peter Ridsdale, Chairman of Cardiff City Football says,

“Being part of the Premier Club allows fans and businesses the opportunity to make a real contribution to the success of their team. It’s a great example of the business community being part of their sporting club.”

Robert Norster, Chief Executive of Cardiff Blues Rugby says,

“The facilities on offer will set new standards for our regional game and are perfect for business, offering business networking combined with pure sporting pleasure.”

The Premier Club model has already proved a success across Australia and the UK, including the Liberty Stadium in Swansea, where all of the seats sold out before the stadium even opened.

Mr Donlan explains,

“This is a unique opportunity to benefit from these facilities at the New Stadium as once the seats are sold, it’s likely that they’ll remain so forever.”

Seats are on general sale and more information can be found on www.cardiffpremierclub.com or 0845 217 1927