

IG MARKETS - NEW OFFICIAL PARTNER FOR TEAM SKY

Friday 19 November 2010

IG Markets, a world leading provider of Contracts for Difference and part of IG Group, was today announced as an Official Partner of Team Sky from the start of the 2011 Pro-Tour cycling season.

Team Sky will carry the IG Markets brand on the collar and seat of all team kit for the 2011 season, starting with The Tour Down Under to be held in Adelaide in January and all subsequent races including the Tour de France in July.

The partnership underlines the growing popularity that cycling continues to see – both in terms of participation and viewing – on a truly global basis. The partnership will take the team through 60 races, on four continents, over a nine-month season.

Tim Howkins, Chief Executive of IG Group, commented: “Although we have sponsored sports teams in the past, this is certainly our most significant venture so far. Cycling is currently going through a renaissance and we believe it has a specific appeal to our target audiences. We hope that our commitment to Team Sky will help them continue their pursuit for success, whilst helping IG Markets promote its products to a growing, worldwide audience.”

Contracts for Difference (CFDs) allow investors to gain economic exposure to a wide range of assets without having to take physical ownership of the product, with over 8,000 worldwide equities, indices, commodities and currency pairs on offer through IG Markets. Clients also have the ability to trade long or short depending on whether they believe an asset’s price will rise or fall. IG Markets provides all its clients with a comprehensive suite of risk management and trading tools to ensure they can continually work to improve their performance in the financial markets.

Dave Brailsford, Team Principal for Team Sky, added: “These are exciting times for Team Sky. A year ago we gathered as a team for the first time and this week, we’ve gathered again to review the last year and look forward to next. We have great riders, staff and partners and have huge hopes for Team Sky and for inspiring the public to ride.

“To start our second season with a world-leading partner in IG Markets is great news and a real testament to both our ambitions and achievements to date. We are pleased to welcome them into the team and onto our kit.”

Team Sky counts Australians Michael Rogers – the triple world champion, and Simon Gerrans – winner of stages in all 3 Grand tours, along with the British triple Olympic gold medal winner Bradley Wiggins amongst its 29-strong squad. It was created in February 2009, started to compete on the road at the Tour Down Under in January 2010 with immediate success and entered its first Tour de France last summer. The team won 22 races in its first season.

About IG Markets:

IG Markets is an international market-maker in financial derivatives, offering clients the ability to trade on over 8,000 shares, indices, currencies, commodities and treasuries from markets across the globe. IG Markets is part of IG Group (IGG.L), which employs in excess of 900 people and has offices in 14 countries worldwide. For further information please visit www.igmarkets.com.au or www.iggroup.com, or call +61 (3) 9860 1711.

About Team Sky:

Team Sky was created by BSkyB in February 2009 to continue Sky's work in support of cycling, and to build an elite international road team based on the principles of commitment, meticulous planning and a rider-centred philosophy. The aims were: to inspire people of all ages and abilities to get on their bikes through the team's positive profile, attitude and success; add further support to competitive cycling; and to win the Tour de France within five years. Stakeholders in the team now include Sky Italia and News Corporation and Official Partners include adidas, Pinarello, and Gatorade.

For further information please contact:

IG Markets: Chris Weston, +61 (3) 9860 1799, chris.weston@igmarkets.com.au
Team Sky: media@teamsky.com

IG Markets Limited, ABN 84 099 019 851, AFSL 220440

Please consider our PDS before entering into any transaction with us.