

## Signature Sponsorship keeps ahead with Shell and Ferrari in Formula 1

**Windsor, UK, 12<sup>th</sup> December, 2005:** Signature Sponsorship Ltd, an independent sponsorship and event management consultancy announced that they had been successful in retaining the management of Shell's Ferrari Formula 1 hospitality programme for a further three years.

Signature has managed Shell's F1 hospitality programme throughout the 11 European Grand Prix since 2002. Signature will now manage hospitality and sponsorship events for Shell at each of the 19 races on the Formula 1 calendar.

*"It is a customary for us to review our agency alignment on a regular basis so that we can keep up to date with best practice in the market place. I am delighted that after a competitive review we have confirmed that we are getting the best added value and efficiencies by reappointing Signature".* said Juan Carlos Perez, General Manager Global Sponsorships, Shell Brands International AG

M. Louise Wilson, Managing Director of Signature Sponsorship said: *"We are delighted to be working with Shell again for the next three years, building on the first-rate working relationship we have developed since 2002. Shell is an excellent blue-chip company to be in partnership with and we are very pleased to have the opportunity to play such an important role in leveraging their successful technical partnership with Ferrari"*

In 2006, Signature expects to manage events for in excess of 5,000 people for Shell in Formula 1. This includes Paddock Club hospitality, grandstand programmes and tours of the Ferrari Factory in Maranello, Italy.

The win with Shell further strengthens Signature's Event Management Division which also manages global event programmes for Foster's, Toyota, Royal Society of Arts and the Isle of Man Government.

### About Signature Sponsorship Ltd

Signature Sponsorship Ltd, is an independent sponsorship and event management consultancy, with a specialist division for managing global events. Signature Sponsorship Ltd was formed in 1998 by M. Louise Wilson and have offices in Windsor UK, Italy and the Isle of Man.

Queries for Signature Sponsorship Ltd should be directed to M. Louise Wilson on +44 (0) 1753 755 332.