



MEDIA RELEASE

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NBL rebounds with iiNet

The resurgence of the National Basketball League has continued to gather pace with Basketball Australia announcing today that iiNet, Australia's fastest growing Internet Service Provider, has signed a three-year deal as the Naming Rights Partner for the NBL.

The agreement will run through the end of the 2012/13 season and will see the competition officially known as the iiNet NBL Championship.

BA's Chief Executive Officer, Larry Sengstock, unveiled the partnership at today's official launch of the 2010/11 NBL Season, which was held at the prestigious Quay Restaurant on Sydney's harbour.

Sengstock said the new partnership with iiNet gives the NBL competition an incredibly strong platform for growth.

"We've made some major strides in moving the NBL forward in the past 12 months, and it's vital as that process continues that we work with strong and supportive partners who share our vision," said Sengstock.

"In iiNet we now have a naming rights partner who is clearly established as a forward-thinking and innovative leader in the business world. We believe we share a lot of brand synergies and they will complement us perfectly as we continue to reinvigorate the NBL brand.

"They are committed to assisting us leverage the partnership and provide us tangible momentum and real confidence to further invest in the NBL brand."

Speaking at the launch, iiNet Chief Sales and Marketing Officer, Sam McDonagh, agreed that the rapidly growing telecommunications company was a perfect fit for the competition.

"iiNet is thrilled to be partnering with Basketball Australia – it's a massive sport at a grass roots level and now it's making a comeback at the highest level of the game," said McDonagh.

"We know what it's like to have big ambitions, iiNet started in a garage to become the leading challenger for internet services in Australia, so we're keen to take basketball in Australia to the next level.

“Australians love sport and together we have an opportunity to help bring basketball to households across the country. Trust us – it’s going to be big,” adds McDonagh.

In recent months, the NBL has made some significant announcements, including the return of the league to free-to-air television via a five-year deal with Network Ten and its digital sports channel ONE, as well as the resurrection of the Sydney Kings as the NBL’s ninth team.

The NBL has also recently signed AND1 as the league’s Official Apparel Supply Partner of the NBL and its teams; together with Spalding as the Official Ball of the NBL.

The iiNet NBL Championship Season tips-off on 15 October, and all nine teams will gather in the Northern Territory from 28 September to 2 October to participate in the official ‘Top End Challenge’ pre-season tournament.

As per standard Basketball Australia practice, the financial terms of the agreement were not disclosed.

Visit www.nbl.com.au to read more about the National Basketball League.

ENDS

Click here to download the new NBL logo for season 2010/11.

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About iiNet

iiNet was established in 1993 and listed on the ASX in 1999, growing from a small Perth business into the third largest Internet Service Provider in Australia. The company now supports around 900,000 broadband, telephony and dialup services nationwide, with revenues of over \$520m, and proudly employs more than 1700 people in Perth, Sydney, Melbourne, Auckland and Cape Town.

iiNet’s goal is to lead the market with the best internet access products and then differentiate with genuine, plain speaking customer service. The company has its own high speed ADSL2+ network reaching around 4 million households across Australia; the largest Voice over IP network in the country; and is delighted to have led yet again with BoB™, winning 2009’s Product category at the Western Australian Technology and Telecommunications Awards.