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MEDIA RELEASE



Rugby League World Cup 2017 announce Wolf Blass as Official Wine Partner

Rugby League World Cup 2017 (RLWC2017) is pleased to announce Wolf Blass as the Official Wine Partner of this year's tournament.

As the Official Wine Partner of the RLWC2017, Wolf Blass will receive pourage rights for the wine category at all RLWC2017 matches played in Australia and New Zealand. Wolf Blass will be the wine of choice in hospitality suites and functions at all RLWC2017 fixtures played across the co-hosts, and available at official events held throughout the 5-week tournament period. Wolf Blass will also undertake engaging initiatives through their distribution network and on-premise channels to reflect this partnership.

Rohan Sawyer, RLWC2017 General Manager Commercial and Marketing said: "We are delighted to welcome on board Wolf Blass as the Official Wine Partner of the Rugby League World Cup 2017, a brand that has a rich history supporting marquee sporting events.

"The Rugby League World Cup 2017 will feature the best rugby league players from around the world and we are proud to have one of Australia Pacific's leading brands on our team for this year's tournament."

Angus Lilley, Wolf Blass Marketing Director for Australia, said this partnership is an evolution of the brand's ongoing relationship with Rugby League, having been a commercial partner of the National Rugby League (NRL) since 2016.

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RLWC2017.COM



“Wolf Blass is pleased to continue our involvement with Rugby League and proud to be the Official Wine Partner of this year’s Rugby League World Cup, the sport’s pinnacle international event.”

The RLWC2017 will feature 14 teams, contesting 28 games, in 13 cities over 5-weeks from 27 October to 2 December 2017. The tournament will be the biggest event in the region during 2017, with an estimated event record of 450,000 fans expected to attend the RLWC2017.

Tournament tickets and information at rlwc2017.com.

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About Wolf Blass Wines

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the world’s most successful and awarded wine brands. A recipient of more than 3,000 medals and trophies at national and international wine shows, the essence of Wolf Blass wines is exemplified through the passion of its custodians past and present as they continuously strive to produce wines of quality, character and consistency. Visit www.wolfblasswines.com.au

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