



Central Coast Bears Limited

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For immediate release

Central Coast Bears announce partnership with Fone Zone

Central Coast Bears Limited and Fone Zone, Australia's largest specialist communications retailer, have put pen to paper on a lucrative partnership deal that will see both brands work together to build localised opportunities from Sydney's Harbour Bridge to the Central Coast.

The Central Coast Bears are working towards winning a license to compete in the NRL for season 2013 and this partnership once again displays the strength that the famous brand brings to the game of rugby league.

Fone Zone plans to offer Central Coast Bears members and fans great mobile phone and mobile broadband deals. David McMahon, CEO of Fone Zone said, "We see this as a great opportunity to work with an organisation that is focused on a future goal, a goal that we truly believe in and will endorse with our brands."

McMahon said, "The prospect of being a part of this bid from the ground up gives added credibility to this partnership as we progress together toward 2013."

This agreement will see Fone Zone re-enter the rugby league arena for the first time in four years – the telecommunications firm was naming rights sponsor of the Canberra Raiders in 2006.

Central Coast Bears CEO Greg Florimo is delighted to have such a valued brand associated with the red and blacks.

"This partnership shows the NRL that we have the support not only of the fans of the game but also the major corporates," said Mr Florimo.

"Our vision fits well with that of Fone Zone and we intend to have our supporter base benefit from partnerships like this by offering them significant opportunities to get involved with our partner's products and services.

This partnership adds to the already established naming rights deal that the Bears signed with Mortgage House in 2009.

For more information about the Central Coast Bears and the 2013 bid, visit www.centralcoastbears.com.au

About Vita Group

Vita Groups' three brands (Fone Zone, Next Byte and One Zero) – along with selected Telstra Shop locations – operate in clearly defined segments and share commonality toward premium service and solution focused selling.

The company has built its brands on a solid, customer service foundation, offering a unique retail experience for Australian consumers.

For more information about Vita Group and Fone Zone visit www.vitagroup.com.au

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