



Press release

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Fortis renews sponsorship agreement with Feyenoord

Fortis has today renewed its sponsorship agreement with Feyenoord for a further two years. The Fortis logo will continue to be displayed on the shirts of the Rotterdam team until the end of the 2008/2009 season. Both sides will then have the option of renewing the agreement for another three years. No financial details have been disclosed.

Fortis's sponsorship of the Rotterdam club has greatly increased public awareness of the Fortis name over the past three years. Fortis's customers also very much appreciate the corporate hospitality facilities at Feyenoord home games. The considerable benefits that sponsorship provides encourage Fortis to stay on as Feyenoord's main sponsor in the years ahead.

Chris Woerts, Feyenoord's Commercial Director, comments: *'We are pleased and proud that Fortis will continue to support the club in the years ahead. We have a strong relationship and regard Fortis as an extremely active sponsor and it has developed many activities that have added to the club's popular appeal. We hope that this relationship will continue for a long time.'*

Adrian Martorana, General Manager of Fortis Global Branding & Communications, says: *'Sponsorship of Feyenoord has lived up to our expectations and has made people in the Netherlands much more aware of the Fortis brand. That was and remains one of Fortis's prime objectives. Our relationship with Feyenoord has developed into a true partnership in recent years. We have every confidence in this partnership and look forward to a continued successful association.'*

Fortis has been Feyenoord's main sponsor since 2004. Prior to that date, Fortis subsidiary Stad Rotterdam Verzekeringen, now Fortis ASR, had been the main sponsor of the Rotterdam club for thirteen years. Fortis actively sponsors football outside the Netherlands as well. Fortis has been the main sponsor of Anderlecht Football Club in Belgium since 1981 and has sponsored the Turkish FA Cup since 2005.

Fortis is an international financial services provider engaged in banking and insurance. We offer our personal, business and institutional customers a comprehensive package of products and services through our own channels, in collaboration with intermediaries and through other distribution partners. With a market capitalisation of EUR 42.1 billion (31 December 2006), Fortis ranks among the twenty largest financial institutions in Europe. Our sound solvency position, our presence in 50 countries and our dedicated, professional workforce of 59,000 enable us to combine global strength with local flexibility and provide our clients with optimum support. More information is available on www.fortis.com

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