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Information from PostFinance

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Ice hockey stadium

BernArena to be renamed PostFinance Arena

The Berne ice hockey arena will be given a new name on 16th August 2007:

PostFinance-Arena. The financial arm of Swiss Post has acquired the naming rights for the ice hockey stadium until 2018.

In the upcoming 2007-08 season, SC Bern will play in the PostFinance Arena. Stadium owner HRS Hauser Rutishauser Suter AG, SC Bern and PostFinance signed the related agreements a few days ago. PostFinance is thus raising its profile as a financial institution and increasing its support for Swiss ice hockey. It was agreed that the purchase price for the naming rights, which PostFinance will hold until 2018, would not be disclosed. At the same time, the sponsorship agreement with SC Bern was extended for a further three years until 2010.

Affiliation with ice hockey, the city of Berne and Switzerland as a whole

PostFinance has been a close partner to Swiss ice hockey for the past six years. It is the principal sponsor of the Swiss Ice Hockey Federation and the national ice hockey league. It also supports the national teams, 10 ice hockey clubs and talented young players. In acquiring the naming rights, the financial institution is demonstrating its affiliation with ice hockey and the city of Berne. It is helping to ensure unforgettable sporting events and experiences are held in the Swiss capital. The popular standing area will still be part of the refurbished PostFinance Arena. The region of Berne and Switzerland are set to enjoy a positive response at the Ice Hockey World Championships in 2009 with the revamped stadium.

A modern stadium to attract young people

PostFinance's commitment to the PostFinance Arena also extends to supporting young ice hockey players. A modern stadium will motivate junior talent at SC Bern and offer them excellent training conditions. However, it is also a meeting place for young people and whole families seeking a meaningful leisure-time pursuit. PostFinance has been promoting the Top Scorer concept for young ice hockey players for the past five years. During this time it has invested 1.5 million Swiss francs in young players, by way of its Top Scorer scheme.

Further information about the PostFinance Arena: www.postfinance-arena.ch

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