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PRESS RELEASE

8th July 2013

001/13-14

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MANCHESTER UNITED UNVEILS AEROFLOT AS OFFICIAL CARRIER

- **FIRST DEAL WITH RUSSIAN COMPANY**

(NYSE:MANU) Manchester United has today announced a five-year partnership with Aeroflot. The Moscow based international airline will become the Club's Official Carrier.

This partnership marks the Club's first commercial venture in Russia - an expanding market it is keen to explore further and where it has close to 18 million followers.

Announced at a ceremony at United's Old Trafford stadium today, Aeroflot's CEO Vitaly Savelyev and Manchester United's Group Managing Director, Richard Arnold were joined by team manager, David Moyes and the first team squad, to celebrate the partnership.

Founded in 1923, Aeroflot is Russia's leading airline, having recently won 'Best Airline in Eastern Europe' at the SKYTRAX World Airline Awards. Its latest accolades include the 'Most Stylish Airline' award by Skyscanner as well as Russia's 'Company of the Year 2012'.

As the Official Carrier of Manchester United, Aeroflot will provide the English Premier League champions with strategic advice on travel for the team and club representatives.

Aeroflot has 137 planes and one of the youngest fleets in Europe, with an average age of five to six years and in 2012, the Group provided an outstanding travel experience to its 27.5 million passengers. Each of its luxury aircraft features



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comfortable seating as well as award-winning on-board menus designed by Michelin-starred chefs. As a member of SkyTeam global airline alliance, Aeroflot and its partners provide services to more than 1000 destinations in 178 countries and offer the shortest route between Europe and Asia, via Moscow.

Manchester United's Group Managing Director, Richard Arnold comments:

'Manchester United and Aeroflot share several core values and we are pleased to be welcoming such a high quality company as a sponsor. Like the Club, Aeroflot demonstrates team work, quality and a pride in its heritage, whilst still embracing new technologies and innovation.

'Aeroflot is celebrating its 90th birthday this year, but has already impressed us with its youthful energy. We look forward to developing a meaningful partnership with them and reaching our fans in innovative and rewarding ways.'

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ABOUT MANCHESTER UNITED

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 135-year heritage we have won 61 trophies, enabling us to develop the world's leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.