

For Immediate Release:



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**JVC, as an Official Partner of UEFA EURO 2008™, holds
"JVC Video Fan Message" events to cheer on fans, teams and players**

Victor Company of Japan, Limited (JVC) is an Official Partner for this year's UEFA European Football Championship™ – UEFA EURO 2008™, which is organized by the Union of European Football Associations (UEFA) and is hosted by Austria and Switzerland from June 7 to 29. JVC, as an Official Partner, will hold related "JVC Video Fan Message" events.

Visiting fans will be able to record video messages rooting for their favourite teams and players at video booths in JVC Video Fan Message events. JVC will set these up in the Official UEFA EURO 2008™ Fan Zones, entertainment / event zones at the tournament's two main host cities Basel, Switzerland and Vienna, Austria. These messages of passionate fan support will be shown on the big screens at the eight UEFA EURO 2008™ stadiums just before match kick-off. JVC is also part of FanBox activities of the organizer Euro 2008 SA, which will record fan messages outside each of the eight stadiums to show on the giant screens at half-time.

UEFA's longest standing commercial partner ever since the 1980 championship held in Italy, JVC has supported UEFA European Football Championship™ as an Official Partner for eight tournaments in a row. This year JVC will again contribute in a variety of ways to the success of the tournament as a UEFA EUROTOP Partner* as well.

JVC's high-definition, high-end-audio AV equipment—featuring the latest digital and network technologies, and including products such as camcorders, LCD televisions, audio systems, and D-ILA home theatre projectors—will be utilized in sales promotions as official UEFA EURO 2008™ audio-visual products to enhance JVC's global brand image.

JVC designed the upcoming JVC Video Fan Message events as part of its efforts to support tournament operations using its official products, and to help create an exciting stadium atmosphere via fan participation utilizing JVC's EVERIO, a hard disk camcorder very popular in markets throughout the world.

■ UEFA EURO 2008™ "JVC Video Fan Message" events overview

1. Dates: June 7 to 28, 2008

2. Places:

- 1) *Fan message video recording*: At booths set up in the Official Fan Zones in Basel, Switzerland, and Vienna, Austria
- 2) *Fan message viewing*: On the giant screens at the eight stadiums across Switzerland and Austria

3. Summary:

- JVC is setting up Special video recording booths in the shape of an EVERIO camcorder in the Fan Parks in Basel (Kaserne) and Vienna (in front of city hall).
- In the booths, visiting fans will record video support messages for their favourite teams and players.
- The recorded fan messages will be shown on the large screens in the stadiums before matches.
- The fan messages can also be seen on JVC's "UEFA EURO 2008™" micro site <http://www.jvcfootball.com>, where a message contest will be held.



JVC Video Fan Message booth (simulated image)

* As a UEFA EUROTOP Partner in addition to UEFA EURO 2008™, JVC also serves as an Official Partner for three other national team competitions: the UEFA Under-21 Championship in 2009 (and previously in 2006, 2007), the UEFA Women's European Championship in 2009, and the UEFA Futsal Championship in 2010 (and previously in 2007).

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