

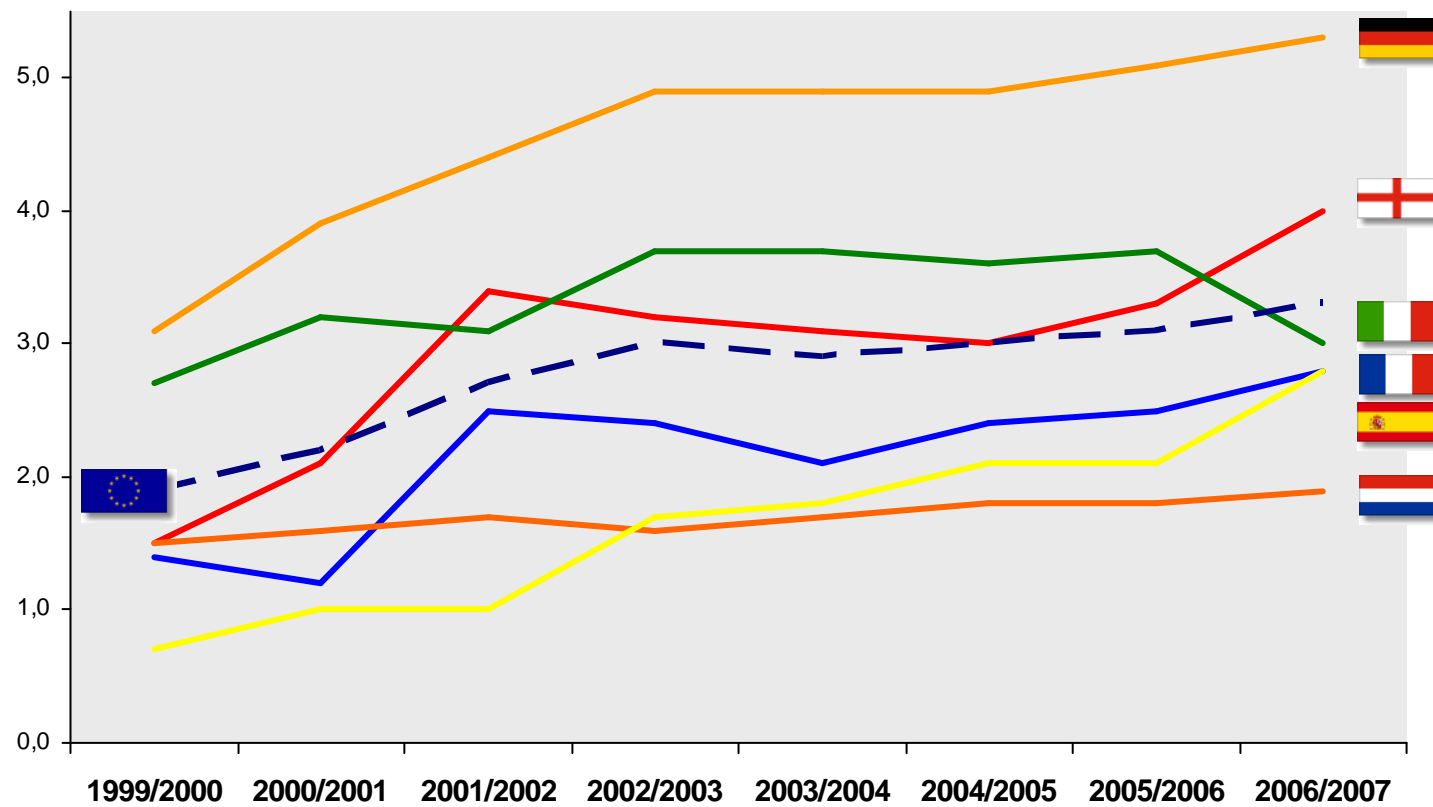
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Trend graph: Average prices paid for jersey sponsorship in Europe (market by market comparison)



1999 / 2000 - 2006 / 2007

EUROPE



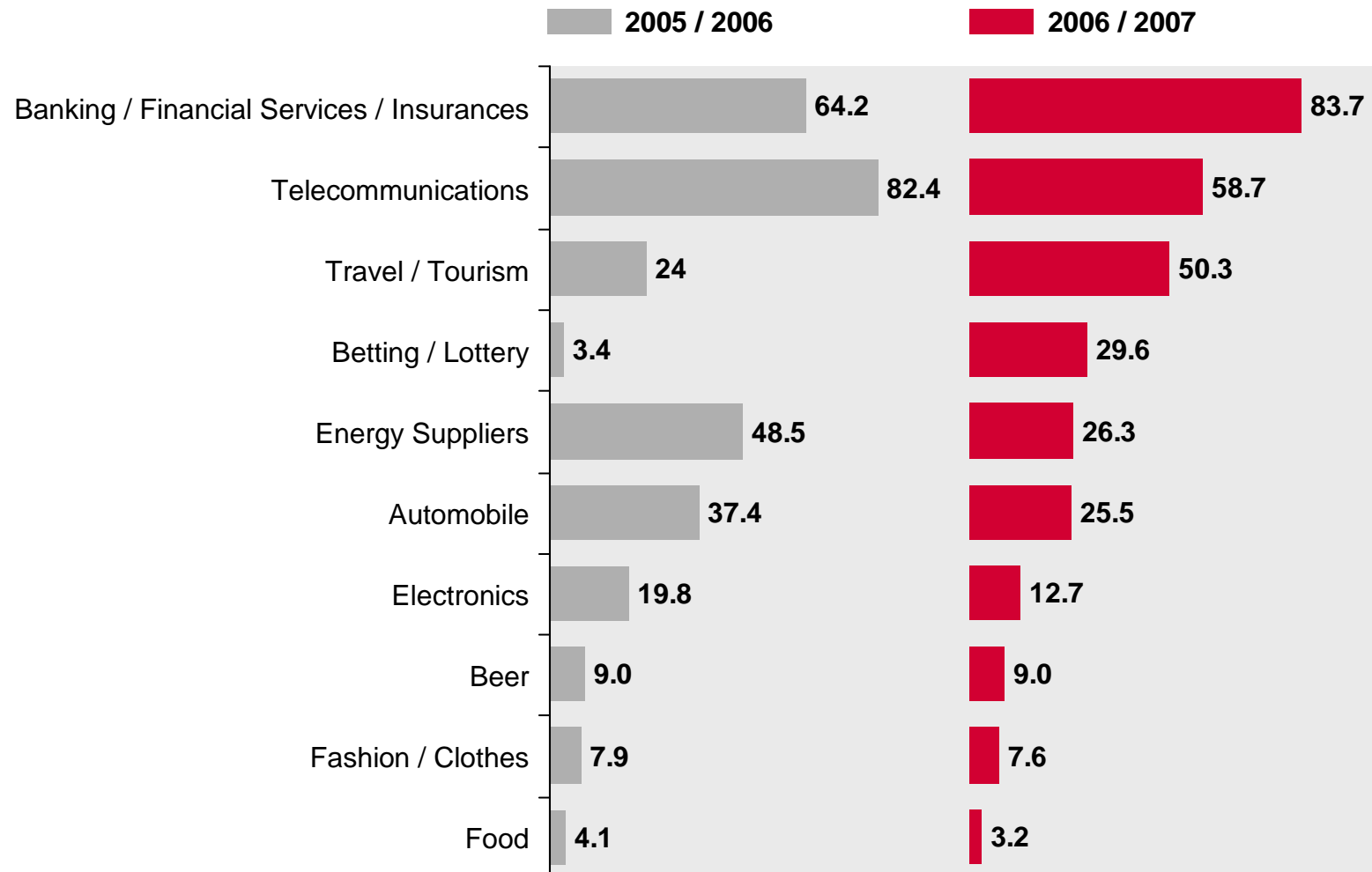
Source: Jersey Sponsorship of European Football Clubs 2006/2007

Figures in million Euro p.a.

Total expenditure of selected industry sectors - European overview



EUROPE



Source: Jersey Sponsorship of European Football Clubs 2006/2007

Figures in million Euro p.a.