



mobile ticketing solutions

PRESS RELEASE:

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## **O2 TREAT THEIR CUSTOMERS TO FREE BEER AT ARSENAL MATCHES AT EMIRATES STADIUM**

From October 28, O2 customers will have the chance to win a free pint of beer at the recently opened Emirates Stadium for all Arsenal home Premiership games this season.

With a capacity of 60,000, Emirates Stadium is the second largest stadium in the Premiership and boasts 13 bars on the lower concourse. As a principal sponsor of Arsenal, O2 want to offer treats to their customers when they attend Arsenal home Premiership matches. O2 have teamed up with Mobiqa, the world leaders in mobile ticket and mobile coupon solutions, to deliver an exclusive beer promotion for O2 customers.

Arsenal fans on O2 will be able to text a request for a voucher which will be delivered straight to the phone of the first thousand entrants at each match. This mobi-voucher contains a unique barcode and information about the promotion and is sent in the form of a text message. The customer then presents the mobi-voucher at the bar where it is scanned and verified by the bar staff. The customer can then enjoy a free pint of beer before the match.

Carlotta Calleri Zavanelli, Head of Sports Sponsorship, O2 UK comments: "This is a fantastic opportunity to reward O2 customers who are Arsenal fans in an innovative and unique way."

Nick Harford, Partnership Manager, Arsenal FC explains, “We’re excited to be working with our long-term partner O2 and Mobiqua in order to run this promotional campaign at Emirates Stadium. The venue is one of the most technologically advanced in Europe and the use of mobile technology and mobi-vouchers will compliment the state-of-the-art facilities very well.”

ENDS

#### **NOTES TO EDITORS:**

##### **About Mobiqua**

Mobiqua is the world leader in mobile phone ticketing and mobile phone couponing. Mobiqua’s services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of ‘world firsts’ in concert and event ticketing as well as multimedia coupon promotions. Mobiqua’s patented barcode technology is available on six continents and in 30 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland. Learn more at [www.mobiqua.com](http://www.mobiqua.com)

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##### **About O<sub>2</sub>**

O2 is a leading provider of mobile services to consumers and businesses in the UK. It is the leader in non-voice services, including text, media messaging, games, music and video, as well as always on data connections via GPRS, 3G and WLAN. Every month, O2’s 16 million customers send well over a billion text messages. O2 (UK) is a subsidiary of O2 which also owns O2 branded mobile operators in Ireland and Germany as well as the O2 Airwave emergency services network in the UK.

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##### **About Arsenal**

Arsenal began life in 1886 when a group of workers at the Woolwich Arsenal Armament Factory in London decided to form a football team. The Club played under the name of Dial Square before the name Royal Arsenal was adopted. In 1891 the Club turned professional and changed its name to Woolwich Arsenal, finally joining the Football League in 1893. More than 100 years

on, Arsenal have an impressive roll of honour: League Champions 13 times, FA Cup winners 10 times, League Cup winners twice and European Cup Winners' Cup and European Fairs Cup winners once.

The Club is estimated to have nearly 30 million fans worldwide, with 2 million located in the United Kingdom, 11 million elsewhere in Europe, 12 million in Australasia, 2 million in Africa and 2 million in North America.

Arsenal embarked on a new chapter in its history this year with a move from its home of 93 years Highbury Stadium to the new state-of-the-art 60,000-seater Emirates Stadium. Emirates Stadium is split into four levels; a lower and upper tier with seating for 51,000 people and a corporate box and unique Club level with a 9,000 capacity across both levels. The overall increase combined with the addition of Box and Club levels will generate substantial match day revenues, which will help sustain and assist in developing the Club's long-term football success. The stadium is the most technologically advanced and highest grossing football club stadium in the world and will further position Arsenal as one of the world's leading clubs, both on and off the field.