



MEDIA RELEASE



AIG is principal sponsor
of Manchester United

Manchester United Competition Extended

Melbourne, 16 May 2008: AIG Life today announced it has extended its AIG Soccer4Kids competition by two weeks, allowing primary school children and sporting clubs more time to lodge their video entries. Also, that written entries can now be received, in addition to the video option.

“Due to the fall of school holidays during the competition period, we have received feedback from teachers that they would like a little more time – which we are delighted to give them,” said AIG Life’s Head of Marketing, Jane Winzer.

“We have also added an additional entry option to the competition. This is a 50 words or less summary on ‘Why you are a worthy winner of a trip to Old Trafford to watch Premier League Champions Manchester United in action.’”

Children have been invited to upload their one minute “Amazing Soccer Moment” video or submit their 50 words or less entry on the website www.AIGsoccer4kids.com.au to be in the running to win one of 2 prizes:

- A soccer coaching session led by the Manchester United Soccer Schools at their school or sporting club, and
- **The grand prize of a trip for two to England to watch Manchester United play at Old Trafford in late 2008.**

Already the competition has attracted some wonderful videos, according to Jane Winzer.

“Some of the children remind me of Rhain Davis, the 9-year-old Aussie soccer sensation who was signed by Manchester United off the back of a video his grandfather had shot,” she said.

“From the videos already entered, it is obvious the Socceroos will be a force to be reckoned with in the next decade. There are some amazingly talented kids out there.”

“Of course this competition also provides the ultimate winner with the chance to see the new Premier League Champions and hopefully, winners of the Champions League final, which will take place in Moscow on 21 May. Certainly a once in a life time opportunity.”

The competition is open until 30 May 2008 to primary school children from grades 3 to 6 in VIC, NSW and QLD.

For more information please visit: www.AIGsoccer4kids.com.au.

Or contact:

Jane Winzer, Head of Marketing, AIG Life (03) 9009 4757
Simon Morgan, Morgan & Maher 0407 9666 32

The Promoter of the AIG Soccer4Kids competition is AIG Life:

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