



MEDIA RELEASE

CENTRAL PULSE GOES HAIER FOR 2010

Haier is the new sponsor of the Central Pulse

Wellington, 3 March 2010 – Haier, the world’s biggest major appliances brand, today announced its sponsorship of the Central Pulse; Wellington’s ANZ Championship representative Netball team.

Keith Allen, CEO of Haier Australia, says Haier is proud to be a key sponsor of the Central Pulse and involved in one of New Zealand’s top sporting competitions.

“We are pleased to have the opportunity to join New Zealand Netball as an exclusive sponsor of the Central Pulse. There’s an exciting year ahead for the team and we are looking forward to supporting the team both on and off the court.”

Troy Scragg, spokesperson for Haier in New Zealand adds: “Haier is keen to get involved in Kiwi sports during 2010 and beyond. We look forward to starting the season strongly and have no doubt that we can assist the Pulse to have a great season.”

Haier have been retailing across New Zealand since November. The company recently announced its partnership with New Zealand’s Fisher and Paykel Appliances in which they are now a cornerstone investor.

Under head coach Yvette McCausland-Durie, the Pulse has confirmed major new signings, such as international players Jane Altschwager of Australia and Ama Agbeze of England, and new Silver Ferns signing for 2010: Katrina Grant. Together with Silver Ferns Paula Griffin and Camilla Lees, the Pulse is set to have a great season with Haier behind them.

Technical advisor Waimarama Taumaunu, of Silver Ferns fame between 1981 and 1991, will stay with the Pulse after being appointed the position late in the season last year. Taumaunu is currently Silver Ferns’ assistant coach under head coach Ruth Aitken.

Bridget Abernethy, Central Pulse CEO says that the team has secured world-class athletes this year and now, with Haier, a world-class sponsorship programme as well.

“We are very optimistic about the season ahead and to have Haier with us as naming rights sponsor there is even more reason to feel positive. The team is very excited to be playing with the support of such a highly-valued sponsor,” says Abernethy.

The Haier Pulse’s first game of the 2010 ANZ Cup season is scheduled for 27 March against the Northern Mystics at Te Rauparaha Arena in Porirua.

During the pre-season tournaments, the Haier Pulse has showed a lot of promise ahead of this year’s competition, most recently leaving Queenstown with three wins from five matches.

“Haier is looking forward to joining the Central Pulse for their first game in just a few weeks and we hope to see so many supporters out there as well to really kick off what is going to be a great season for the team” said Scragg.

Season passes are available on the Haier Pulse website and individual tickets are able to be purchased through Ticket Direct.

ENDS

For more information contact:

Troy Scragg, Haier New Zealand Brand Manager, 09 273 6868, 021 271 7341, Troy.Scragg@fp.co.nz

Bridget Abernethy, CEO - Haier Pulse, 04 473 7926, 027 224 7018, bridget@pulse.org.nz

Valerie Cross, JML Communications, 09 358 2828, 021 671 452, valerie@jmlcommunications.co.nz

About Haier Appliances

Haier is both the world's and China's largest home appliance whiteware brand. The Haier Group was founded in 1984 with headquarters in Qingdao, Shandong Province, PCR. Today Haier has a presence in over 160 countries around the world. In 2008, Haier Group realised global revenue of 17.4 billion USD, with year-on-year growth of 8 per cent. In 2009, Haier Group became a 20 per cent cornerstone investor in Fisher & Paykel Appliances.