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Colombo, Sri Lanka

United Trading Company appointed as the Official Licensee for ICC World Twenty20 2012

United Trading Company Private Limited (UTC) has been appointed by the International Cricket Council (ICC) as an official licensee for the upcoming ICC World Twenty20 Sri Lanka 2012, set to kick off in September.

A premier sports and casual apparel production house, specialising in manufacturing and distribution island-wide, UTC was selected by LIM, a joint venture managing all ICC licensing and merchandising needs related to ICC events.

With their vast experience and expertise in retail, licensing, manufacturing, and distribution, UTC has been a partner to the ICC since the 2011 ICC Cricket World Cup held in the subcontinent and will continue to be the official partner in the region until the ICC Cricket World Cup in 2015.

Commenting on the occasion, Director of UTC Shafraz Mansoor said, "It's a great honour to be appointed as the official merchandise supplier for the ICC Twenty20 2012. 'It isn't often that an event of this nature comes to Sri Lanka, giving cricketing fans the opportunity to purchase official licensed gear at an affordable price. I look forward to seeing many Sri Lankan's in our official outfit supporting our local heroes at the biggest cricketing event of the year. A percentage of the contribution made towards purchasing the merchandise will be channelled towards a program to further develop the sport."

Merchandise has become an important part of the game for fans that want to express their love for Cricket as well as the team they are supporting. The exciting and vibrant merchandise ranges from apparel, headgear, key tags and other ancillary merchandise.

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All the items have been specially developed to keep up with the theme of vibrancy, which is a defining characteristic of the Twenty20 cricket format. Designed to match the themes of the tournament, the merchandise is colourful, available for every type of fan; men, women and children.

ICC General Manager – Commercial, Campbell Jamieson said, “We are proud to once again partner with UTC in handling the ICC WT20 SL 2012 merchandise. This year’s merchandise is synonymous to the tournament’s theme and we expect the stands at every match to be full of vibrant colours. Merchandise has become a big part of the game as more and more fans celebrate cricket and in particular the Twenty20 format.”

LIM’s director, Aaron Bester said “We had a great partnership with UTC during the ICC Cricket World Cup 2011 and we look forward to a fantastic T20 in Sri Lanka as well. We urge all fans to say ‘No’ to counterfeits and to support the future of cricket by buying official licenced merchandise.”

The official merchandise for the ICC WT20 SL 2012 has been in the local market since April 2012, and is available at the following retail stores: NoLimit/ Glitz, Fashion Bug, Cotton Collection, Cool Planet, SLC Souvenir Shop, Lakmadura, Laraz, Fairdeal, The Factory Outlet (TFO) and Sarathas and will also be available at official merchandise stalls at the event. For more information visit our website at www.utclimited.com.

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