

EIDOS SIGNS UP TO THE BLUES

11th June 1999. Manchester City Football Club has announced a major new Club sponsor deal for the next three years.

New sponsor Eidos is one of the largest names in computer gaming and the name behind the world's best-selling Lara Croft *Tomb Raider* series of games in addition to *UEFA Champions League*, *Championship Manager*, *Commandos* and *Official Formula One Racing*.

Commenting on the deal, executive chairman of Eidos, Ian Livingstone, says,

“Eidos has recently announced that it is an official partner to the West McLaren Mercedes Formula 1 team. It is also the official interactive partner of the England football team. It sees Manchester City as a unique property in domestic football with enormous potential for the future. Eidos is impressed with the Board's vision for the future and felt it should be part of the new era.”

Eidos will be working closely with Manchester City FC in developing new interactive ideas for fans including promotions on the Club's very successful website.

Manchester City chairman, David Bernstein says,

“This association confirms that the Club is being recognised as turning a very important corner. Our success at Wembley capped a season of hard work and total commitment by everyone at the Club.

“Eidos is a modern and progressive company. We believe it will be an ideal partner as we move forward in the next stage of our development.”

A formal press conference will soon be announced when full details of the deal will be explained and Lara Croft will make her first visit to the Club.

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