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Media release

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STATE'S CRICKET INNINGS IS OVER

State insurance announced today that its association with domestic cricket in New Zealand will come to an end later this year.

The decision follows a strategic review of its sponsorship portfolio and the need to realign it to meet current business objectives.

The sponsorship spanned all major domestic cricket competitions including the State Championship, State Shield, State Twenty20, State League and team naming rights.

The decision has been under consideration for the past 12-months and was not influenced by the current economic downturn.

State's 10-year relationship with domestic cricket in New Zealand has reached the end of its natural life-cycle says Vena Crawley, Executive General Manager of Marketing and Reputation at State.

"State has very much enjoyed its relationship with domestic cricket in New Zealand. Supporting the cricketing community at representative level has been a highlight for the company and our staff will miss the association.

"The termination of any type of long-term relationship is tinged with sadness. However, our partnership with New Zealand Cricket and its six Major Associations is ending on a very positive note with both parties respecting each others need to pursue new commercial opportunities," said Mr Crawley.

State will support New Zealand Cricket where possible to secure a new sponsor partner. The contract with New Zealand Cricket officially expires on 30 September 2009.

Ends.

About State

State has been providing New Zealanders with an extensive range of personal and business insurance services for more than 100 years. State manages 1.1 million policies on behalf of more than 500,000 New Zealanders. State is a business division of IAG New Zealand Limited, New Zealand's largest general insurer.

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