

BIENVENUE OLYMPIQUE LYONNAIS!!!

31/03/2009 - **Superleague Formula is delighted to welcome onboard the leader of the French football league and now counts with 19 cars on the grid, from 15 countries worldwide.**

OL fans will get the chance to support the car bearing the colours of their club on home soil during the first race of the coming season, which kicks off on the 27th June in Magny-Cours, France.

With Olympique Lyonnais joining the series, Superleague Formula adds to its grid another major player from international football and a new country to the competition, .The French leader, undisputable winner of the national football league for the last 7 years, will christen its red, blue and white single-seater on 27th June during this season's first round at the Magny-Cours circuit. Olympique Lyonnais' V12 will have to opportunity to fight for the title of 2009 Superleague Formula champion against its usual Champions League rivals Liverpool, Porto, PSV Eindhoven, Atlético de Madrid, Borussia Dortmund or AC Milan, but also against clubs they have never met on the pitch such as the current SF Champion Beijing Guoan, Corinthians, Flamengo or Al Ain.

Olympique Lyonnais, founded in 1950, is one of the most decorated clubs in France and currently holds the record of having won seven consecutive French league champion titles between 2002 and 2008. On the international scene, the club takes part in all European competitions. It also has a seat at the highest decision-making bodies of international football through its President Jean-Michel AULAS who is a board member of the European Club Association as well as FIFA's working group on football clubs.

With OL on board, Superleague Formula welcomes the French fans and encourages them to come and support their club in Magny-Cours next 27th June. It is the only existing championship that sees 19 football clubs from around the world battle it out at the same time, in one venue - a race track. Teams from France, Italy, China, United Arab Emirates, Brazil, Spain, England, Belgium, Holland, Scotland, Switzerland, Portugal, Greece and Turkey will be fighting to win the Superleague Formula 2009 Championship.

"Superleague Formula is about to become the biggest international competition between the major football clubs worldwide and Olympique Lyonnais couldn't stay out of such an event. We've followed the first season very closely and we liked the concept from the very beginning. There is no other existing Championship that can give us the chance to defend our team and our country against 18 other clubs from all over the world, on the same "ground" and during the same "game".

SF also presents us with new commercial opportunities and opens up our brand to new markets and to new fans. Our followers will be able to support the team in a new sport and in an incredible environment. We are the first French team to be on the starting grid of Superleague Formula and we are proud to represent our team, in France, during the 1st round of the season next 27th June in Magny-Cours.

We are convinced that the fans will be joining us at the circuit to support our race car. We have

been French champions for the last 7 years and we hope to be able to add a Superleague Formula Championship to our list of achievements at the end of the season”, said Olivier Bernardeau, Commercial Director for Olympique Lyonnais.

Superleague Formula recently announced their 2009 calendar during which the nineteen V12 and 750bhp single-seaters will visit from June to November the circuits of Magny-Cours, Zolder in Belgium, Donington in England, Estoril in Portugal, Monza in Italy and Jarama in Spain.

“We are proud to welcome a club with so much history like Olympique Lyonnais as well as their fans. A global competition such as ours wouldn’t be complete without a country like France which has a great tradition of football and motorsport.” explained Alex Andreu, CEO of Superleague Formula. “Moreover, the warm welcome we have received from the public during our first season and the constructive criticism from the international press will certainly be of interest for the many motorsport fans throughout the country who will certainly be keen to follow our championship.”

“The positive reaction we receive from many football clubs worldwide in participating in the competition as well as from new circuits interested in hosting one of our races this season or the next encourages us to continue growing. We can already reveal that we will shortly announce new European clubs that will participate in the Championship as well as a new race to our calendar outside Europe, that would be in addition to the official calendar we have announced”

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