



MEDIA RELEASE

DERBY COUNTY TO PARTNER WITH DELAWARE NORTH AT PRIDE PARK

June 30, 2008, Derby...Fans to benefit from a 'partnership of excellence'.

Derby County are joining forces with the leading name in sports catering, Delaware North, in a multi million deal that will bring world class hospitality and food services to Pride Park Stadium.

The move is designed to give Rams supporters the very best in match day catering, with the promise of better products and better service with a competitive price structure.

Derby County Chairman of Football Adam Pearson has hailed the new ten year agreement as a 'partnership of excellence' and says both organisations are committed to providing 'first class service for the supporters at great value'.

Delaware North provide hospitality and food services to some of the biggest venues in World sport, including the home of the England national team, Wembley Stadium and Arsenal's Emirates Stadium.

The deal will help bring vast improvements to the way supporters get their refreshments on a match day, with plans in place to refurbish the public outlets, install new signage and a better design to ease customer flows.

These plans will significantly increase the speed of service for the fans.

Derby County Football Club Chairman of Football, Adam Pearson, said that Delaware North would bring passion and the highest standards to Pride Park Stadium and that the fans would be the big winners.

"These improvements are being made with the supporters in mind and with a commitment to improve the match day experience at all levels.

"It also speaks volumes about the stature of Derby County Football Club that a world class leading brand, in Delaware North, is joining forces with us for a ten year period. It really is a partnership of excellence.

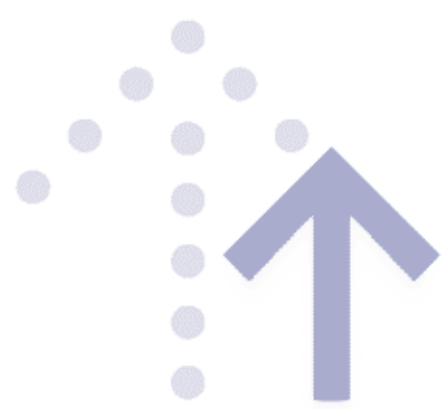
"Derby County sponsors, supporters and fans deserve the services of the best as we work our way back into the Premier League."

Delaware North is a company found in some of the best sporting stadia in the world, including the home of the Boston Celtics and Boston Bruins, TD Banknorth Garden, and the home of the Australian Open Grand Slam tennis championships, Melbourne Park.

Delaware North Companies UK Managing Director Simon Dobson said that the ten year partnership with Derby County gave Delaware North the opportunity to make an important contribution to the success of the club.

"Entering into a long term relationship with the Rams is a statement of our confidence both in the direction of the club and our ability to deliver the type of returns that will provide the club with a solid foundation on which to build success.

"We know that we begin this contract at the end of a difficult season for Derby County Football Club, but we have also felt the optimism, determination and creativity of the club's new ownership group and we want to be there for the long term to help them reach their goals.



“We know the vital role that the club plays in the local Derby community and in the lives of its fans, and we will ensure that our work continues to support this.

“We will bring our award winning approach to hospitality and food service that will provide better returns for the club and better experiences for the fans, driven by our unique GuestPath® program.”

The agreement comes into effect on 1 July 2008. Delaware North will be the exclusive providers of all hospitality and food services at Pride Park, and will also provide marketing, sales, catering, conference and hospitality services on non-event days.

ABOUT DELAWARE NORTH

Delaware North Companies is one of the world’s leading hospitality and food service providers. Its family of companies includes Delaware North Companies Parks & Resorts, Delaware North Companies Gaming & Entertainment, Delaware North Companies Travel Hospitality Services, Delaware North Companies Sportservice, Delaware North Companies International and Delaware North Companies Boston, owner of TD Banknorth Garden.

Delaware North Companies is one of the largest privately held companies in the United States with revenues exceeding \$2 billion annually and 40,000 associates serving half a billion customers in the United States, Canada, the United Kingdom, Australia and New Zealand. For more information, visit <http://www.delawarenorth.com>

Delaware North Companies International manages operations outside of North America in airports, railway stations, cultural centres and sport and entertainment venues.

In Europe, Delaware North Companies UK currently operates at Wembley Stadium and Emirates Stadium. They are the inaugural caterers at both of these new Stadia, commencing at Emirates Stadium in June 2006 and at Wembley Stadium in May 2007. Pride Park will be the first pre-existing stadium that Delaware North will operate in the UK.

For further Information please contact Delaware North Companies UK Managing Director Simon Dobson on + 44 (0) 20 8453 5060 or sdobson@dncinc.com and corporate information is available at <http://www.delawarenorth.co.uk>