

# Media Release



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## COLES EXPRESS SUPPORTS BASKETBALL ACROSS THE COUNTRY AS NEW NAMING RIGHTS PARTNER OF NBL1

NBL1 and Coles Express are delighted to announce a landmark naming rights partnership until the conclusion of the 2023 season, helping to support the health and happiness of Australians who love to play and watch basketball around the country.

Coles Express is one of Australia's leading fuel and convenience retailers. With 723 stores across Australia and close to 5,700 team members, Coles Express is always nearby to help keep Aussies on the move.

The partnership supports the five state-based women and men's leagues, helping to deliver almost 1,500 NBL1 games a year to 71 metropolitan and regional basketball centres across the country, watched by an estimated quarter of a million spectators. It will support the game from the grassroots level, delivering a pathway for junior players to aspire to elite basketball via their local association.

NBL1 Chief Commercial Officer Brad Joyner said: "This is a landmark day for NBL1 as we announce Coles Express as the league's inaugural naming rights partner.

"To have such a trusted Australian brand associated with NBL1 and the broader basketball community is fantastic for the sport.

"As a community driven product, Coles Express' values align perfectly with those of NBL1. We look forward to this exciting journey ahead with Coles Express and hope it is the beginning of a long and successful partnership.

"With the live streaming of all games, immense social media coverage and marketing, and world class female and male players, NBL1 has changed the game for semi-professional sport in Australia. Partnerships with trusted brands like Coles Express emphasises the power of NBL1 as we look to grow the game of basketball across the country."

Coles Express Executive General Manager Michael Courtney said Coles Express is proud to partner with NBL1 at such a pivotal moment in sporting history.

"As part of Coles Group, we are committed to build strong and resilient communities with the aim to help Australians lead healthier and happier lives. We are proud to partner with community organisations like NBL1 to drive health benefits.

"Our respective brands mean a lot to the community, be it at NBL1 grassroot basketball events or our Coles Express team members who support customers across the country when they are on the road. We are excited to help champion and grow the sport of basketball in Australia and look forward to becoming even more involved in our local communities through this fantastic partnership."

Under the agreement, the Coles Express logo will be integrated into the NBL1 logo and all NBL1

Conference logos. Coles Express signage will also be displayed across all stadiums while other exciting activations will be implemented throughout the partnership.

Coles Express joins other big-name brands in Bunnings and Foot Locker in partnering with NBL1 and seeing the value the league brings in the Australian sporting landscape.

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**For further information, please contact**

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