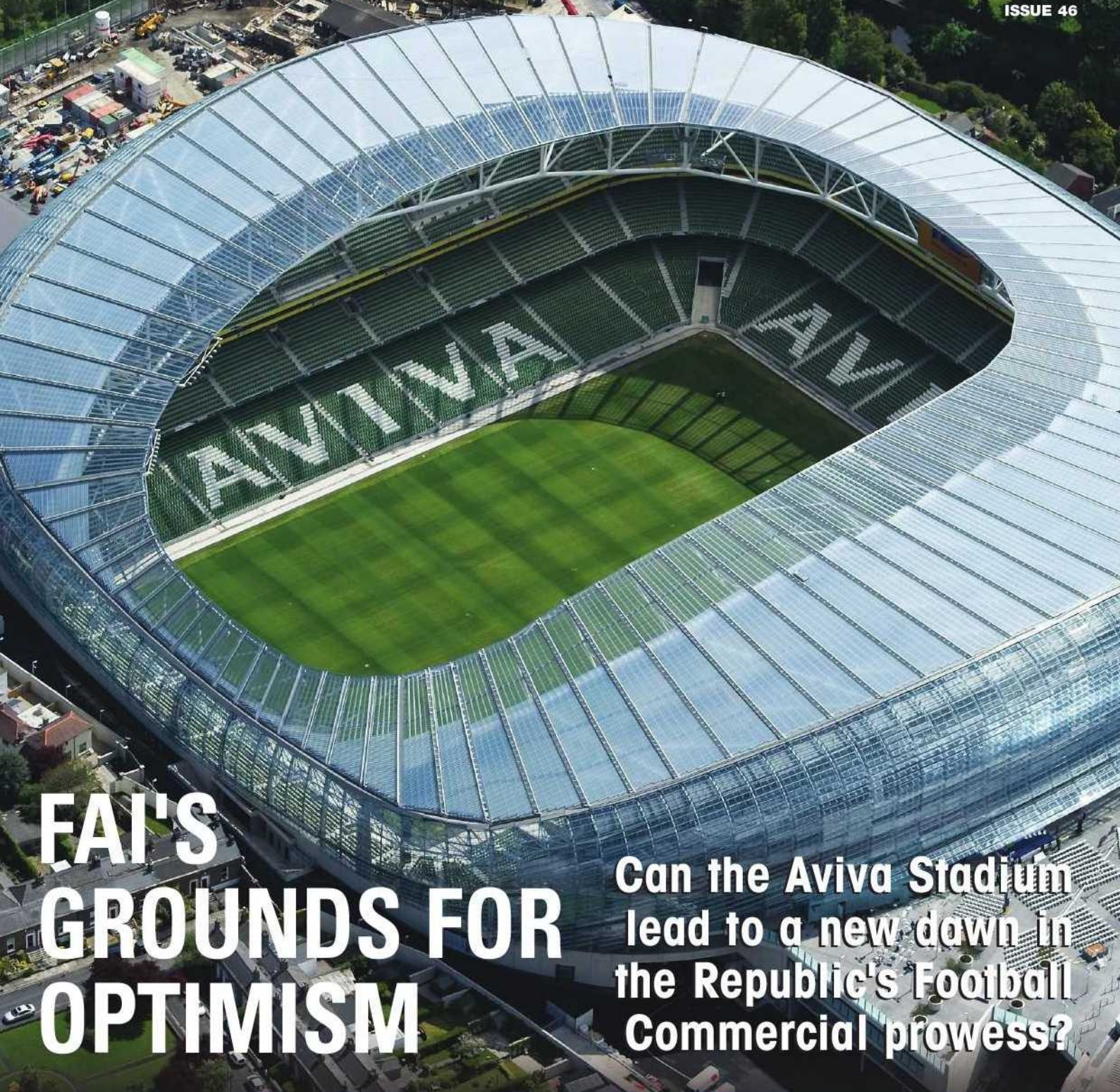


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FAI'S GROUNDS FOR OPTIMISM

Can the Aviva Stadium lead to a new dawn in the Republic's Football Commercial prowess?

ALSO IN THIS ISSUE

RICK PARRY TALKS SPORTING INTEGRITY; SOCIAL IMPACT OF FOOTBALL RESEARCH; 'ABSOLUTE' RADIO C.O.O EXCLUSIVE INTERVIEW; 'FINANCIAL FAIR PLAY' - THE LEGAL PERSPECTIVE; CLUB PROFILES - BLACKPOOL AND ROCHDALE; HEALTH AND HEART SPECIAL FOCUS; WEALTH AND FINANCE FEATURE; INTRODUCING 'FOOTBALL REPLAY'; CATERING AND STADIUM REVENUE FEATURE; DEBATE; REVIEWS; COMMENT PLUS VUVUZELAS! (NOT REALLY)



And Another Thing ...

Aon and Manchester United – A Powerful Partnership

By Greg Case, President and Chief Executive Officer, Aon Corporation

It is a unique opportunity in the business world when two leaders in their field come together to create a powerful partnership such as the one Aon has with Manchester United.

Everyone knows about Manchester United, but we wanted a unique platform to help build our brand globally so that more people would know that Aon is the leader in risk advice and human capital consulting; that we serve most of the Fortune 500 companies; and that with over 36,000 colleagues in over 500 offices in more than 120 countries, we probably touch close to 30 percent of the global economy every day.

How did this partnership happen? Whenever our senior management team met with Aon colleagues around the world, the common question was: "Why are we not doing more to promote our brand? Well, we listened to our colleagues; we did our homework, and we found a platform that will unite our global firm and create the ability for us to communicate on a broader scale the value we deliver to clients.

Manchester United shares our values of leadership, teamwork and a passion for excellence. It is an organization with a proven return on investment in a sponsorship relationship, and it creates the ability to directly support sales and revenue-generating efforts for Aon globally.

It is Manchester United's presence in emerging markets around the world that makes the sponsorship so appealing. The team has a truly extraordinary global reach and extremely strong brand awareness in places like China, Korea, Singapore and Brazil.

Manchester United's record of excellence on the pitch is rivaled only by

their success as a global brand. They are the #1 brand in the world's #1 sport. Their 333 million fans equal the populations of the U.S., Canada and Australia. The club sells more team shirts than the 32 teams of the U.S. National Football League combined. And the Aon logo will appear on the famous Manchester United team shirt starting with the 2010 season.

While our shirt sponsorship will unite Aon in a very powerful way, there is more to this partnership than just business.

Manchester United shares our values when it comes to giving back to the community. There is no other sport in the world that teaches young people the principles of teamwork and striving for excellence as much as football.

Over the course of our four-year sponsorship, we will be working with Manchester United on several global charitable initiatives designed to promote youth development and healthier communities. That spirit was represented at Old Trafford on June 1st when approximately 175 Aon colleagues from Manchester and London participated in a Penalty Kick Challenge where the proceeds benefited The Christie charity, one of England's leading cancer centres which treats more than 40,000 patients a year. Additionally, Aon colleagues around the world will be engaged in similar fundraising and volunteer activities in support of hundreds of local schools, children's hospitals, orphanages and community centres in addition to more well-known and global organizations.

We believe Manchester United is the platform through which we can begin to answer the question: "Who is Aon"? By the end of 2010, the millions of Manchester United fans will have a better understanding of our firm and



Greg Case, President of Aon.

what we do. A sponsorship partner of high quality and integrity like Manchester United will allow Aon to grow its brand in a more powerful way than if we did it ourselves, and it will allow us to sell a variety of products and solutions to more clients.

We believe there is not another platform in the world as powerful as Manchester United. This is an exciting time for Aon, and I look forward to attending a number of games.