



**New York Cosmos
Announce Emirates Airline Deal**

**Fly
Emirates**





NORTH AMERICAN SOCCER LEAGUE







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PRESS RELEASE

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New York Cosmos Of The North American Soccer League Announce Emirates Airline Deal

**One of the world's fastest growing international airlines agrees to multi-year
sponsorship with America's legendary soccer team**

NEW YORK, NY. (June 4, 2013) – The New York Cosmos announced today that Emirates Airline has agreed to a sponsorship deal to become the jersey-front sponsor of the club.

This agreement makes Emirates a Founding Partner of the New York Cosmos in their North American reboot season. The announcement was revealed today by New York Cosmos Honorary President Pelé, club Chairman Seamus O'Brien and Nabil Sultan, Emirates Divisional Senior Vice President of Revenue Optimization and Distribution, at a news conference at the Four Seasons Hotel New York.

“This is a big day for the future of the New York Cosmos,” Pelé said. “It’s wonderful to be part of such a pre-eminent soccer family.”

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“We are delighted that we could create this partnership and bring such a world-renowned organization to United States soccer for the first time,” O’Brien said. “There’s no bigger corporate supporter of sports, and soccer in particular, than Emirates. We’re proud and honored that the Cosmos are part of their plans for America and New York in particular.”

“New York has a rich tradition of sport, and Emirates proudly supports some of the world’s top soccer teams, including AC Milan, Hamburger SV, Arsenal FC, Olympiacos FC, and Paris Saint-Germain, plus the recently announced shirt sponsorship of Real Madrid just last week. Therefore, choosing to support the relaunch of the Cosmos back to this amazing city was an obvious choice,” said Nabil Sultan.

“As with our sponsorship of the U.S. Open tennis tournament, Emirates views our partnership with the Cosmos as a way to thank the people of New York for making Emirates one of the world’s fastest growing airlines. Along with their fans all across the region, we look forward to watching the Cosmos reclaim their title as New York’s legendary soccer team.”

The Fly Emirates logo will adorn the legendary Cosmos green and white shirts produced by Nike beginning with the 2013 North American Soccer League (NASL) fall season. The jerseys will make their debut on Aug. 3 at the Cosmos' opening match against the Fort Lauderdale Strikers.

Emirates will benefit from significant branding at Cosmos matches in and around Hofstra University’s Shuart Stadium, as well as online through the New York Cosmos’ social and digital media channels. Additionally, Emirates becomes the presenting sponsor of Cosmos Copa, a soccer tournament played in New York City between local, community-based ‘national teams.’ Emirates and the Cosmos will also activate a number of unique and interactive events in New York around the NASL season.







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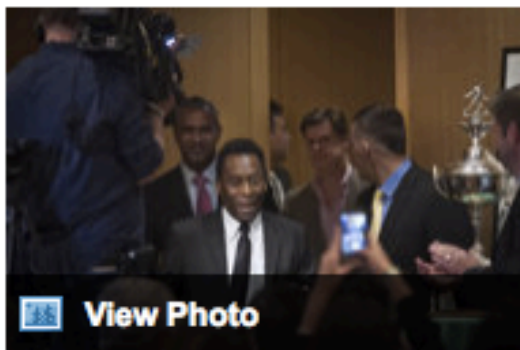
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Brazil's soccer legend Pele arrives ...

NEW YORK (AP) — With Pele looking on, the revived [New York Cosmos](#) signed a jersey sponsorship contract with [Emirates Airline](#) as the team prepares to start play in the second-tier [North American Soccer League](#) this summer.

The 72-year-old, the team's honorary president, arrived a half-hour late for the news conference at a Manhattan.

Featuring stars such as Pele, [Franz Beckenbauer](#) and [Giorgio Chinaglia](#), the [Cosmos](#) played in the old NASL from 1971-84 and folded in 1985.

The relaunched team, run by CEO Seamus O'Brien, starts play at Shuart Stadium in Hempstead, N.Y., on Aug. 3 against Fort Lauderdale. The Cosmos hope to construct a \$400 million, 25,000-seat stadium at Belmont Park racetrack.

[Emirates Air](#) also is the jersey sponsor of Arsenal, AC Milan, Hamburg, Paris Saint-Germain and, starting next season, Real Madrid.