



BEACH SOCCER PAVES WAY FOR TAKEOFF IN THE MIDDLE EAST

Dubai, 21 November 2005 – Take off your shoes and get ready. The face of sports in the Middle East is about to undergo a transformation thanks to the arrival of a new brand of competition. Beach soccer is a fast-growing sport gaining popularity around the world, combining the athleticism of traditional football with acrobatic play and the universal appeal of the beach lifestyle. The sport's brightest young talents and a number of experienced football stars are stepping off the grass and barefoot onto the sand to participate in the action-packed, wide-open game that is beach soccer.

This phenomenon of a sport was recently given a huge lift in the form of official FIFA recognition. With the advent of the FIFA Beach Soccer World Cup in Rio de Janeiro in May 2005, the sport is poised to be taken to the next level. Barcelona-based Beach Soccer Worldwide (BSWW) is the company behind the growth of the sport, having organized the premier international beach soccer events for over ten years.

Alongside the highly successful MasterCard Euro Beach Soccer League, BSWW also puts together a year-round calendar of exhibition events around the world as part of its Pro Beach Soccer Tour (PBST). This is in addition to their fundamental role in organizing the Beach Soccer World Championship, which has now achieved the prestige of being an official FIFA event. BSWW has already held beach soccer events in cities ranging from Rio de Janeiro to Okinawa to the French Riviera.

Sport Solutions, one of the Middle East's first fully integrated sports marketing companies, has vowed to be the pioneer in taking the sport to success in the region. To realize that goal, Sport Solutions and BSWW have signed an agreement for the development and promotion of beach soccer, starting with the upcoming Pro Beach Soccer Tour events in Dubai and Qatar scheduled for 2006.

BSWW General Manager Fulvio Danilas is confident that the new deal will lead to further success for the sport: "Through our partnership with Sport Solutions we know beach soccer will be showcased at the highest level of organization and entertainment, assuring a rapid growth in popularity throughout the region."

Ali Haidary, Managing Director of Sport Solutions, added: "We are very enthusiastic about the prospects of beach soccer in the Middle East. The dynamic and exciting aspects of the sport, coupled with the region's great beaches, warm temperatures and fanatic love of football make this the ideal location to develop the wonderful sport of beach soccer."

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