



Rugby Expo Team Up With Dan Lyle and Jonathan Davies

London Xth August, 2008. Rugby Expo is pleased to announce Dan Lyle (former Bath, Leicester and USA International) and Jonathan Davies (ex rugby league and rugby union international) as the most recent additions to its ever growing team of ambassadors.

The 6ft 5in former Number 8 and the former dual-code rugby international are the American and Welsh representatives for this first ever global business-to-business rugby union and league convention that is taking place on 17-18 November 2008 at The Queen Elizabeth II Conference Centre, London. With exhibition and delegate sales at a high and growing daily, Rugby Expo 08 is set to be the biggest event of its kind ever held in the world of rugby.

Keiran Gaffney, Commercial Manager Rugby Expo, said: "Rugby Expo is about strengthening the game on a global scale and the States is an untapped market with massive potential for growth both commercially and popularity wise. With Dan's experience as Tournament Director for the USA Sevens and his profile within the sport both in America and internationally, through the years he spent playing in the UK, he's an asset to our team.

"Jonathan's knowledge of the game is second to none and this benefits Rugby Expo hugely as he has vast experience of both rugby league and union. The number of high profile rugby figures that give backing to our cross code event rises daily and it's fantastic to have someone of Jonathan's stature in the team. We look forward to working with both him and Dan."

Dan Lyle, said: "More and more people play rugby in the States each year from youth, high school and college levels right through to senior level and I want to play my part in this development. With Rugby Expo focussed on broadening and developing the commercial appeal of the sport, there are synergies as to where the US and other nations need to focus. As there is only one direction the game can go if we all work together, this is a great opportunity for me to help drive forward; It's good to be part of the Rugby Expo team."

Jonathan Davies, said: "Other sports such as golf and football have similar conventions so it's great news that rugby is finally getting one too. It's a great concept for networking purposes and it seems pretty crucial to attend if you are involved in the rugby business. It's a timely event during the Autumn Internationals and I am excited to be involved in it"

Rugby Expo's current line up of ambassadors includes the following:

- Danny Cipriani (Wasps and England)
- Martin Bayfield (former England International)
- Tim Horan (former Australia International)
- Rafael Ibanez (Wasps and former France International)
- Felipe Contepomi (Leinster and Argentina International)

Rugby Expo 08 will create a perfect networking opportunity for rugby focussed businesses, where well known figures in the rugby world will host debates and forums giving an insight into various aspects of the sport. For a full list of the forums, contributors and panellists and to find out more about the event and how you can become involved, visit the website on www.rugbyexpo.com.

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For further information please contact:

Media Enquiries:

Juniper PR:

Susan McMahon, Mob + 44 (0) 7771 818501, Email susan@juniperpr.co.uk or

Greg West, Mob + 44 (0) 7870 685559, Email greg@juniperpr.co.uk

Sponsorship and Partnership Opportunities:

Keiran Gaffney, Rugby Expo on:

Tel + 44 (0) 208 741 6060

Email keiran@rugbyexpo.com

Exhibition Opportunities:

Hayley Sinclair, The Power Station on:

Tel + 44 (0) 203 102 4141

Email hayley.sinclair@thepowerstation.com

Notes to Editors:

Daniel Lyle was born 28 September 1970 in Louisville, Kentucky and was a late convert to rugby union. He graduated in 1992 from the Virginia Military Institute and began playing rugby union aged 23. His skill and athleticism had won him an invitation and contract with the NFL team, Minnesota Vikings, and he was also a trialist with the Washington Redskins.

His rugby career quickly flourished, with Dan making his United States debut against Ireland in November 1994 at Lansdowne Road. He first captained the USA against Japan in June 1996 in the Pacific Rim tournament and the following year led the USA to Sevens victory at the Hong Kong Sevens in 1997. His US career spanned over a decade 1993-2003 where he earned over 50 appearances for the Eagles.

He moved to England and joined Bath for the 1996/7 season and spent seven seasons at the club. He captained the side for the 2001/2 season and played 125 matches for the club. He was a key part of Bath's victory over Brive in Bordeaux in 1998 and their success in winning the Heineken Cup. During his time at Bath Dan was one of the original members of the PRA and worked on the executive for 5 years.

In summer 2003, Dan moved to Leicester Tigers at the start of the season before appearing for the United States in the 2003 Rugby World Cup. In early 2004 Dan was forced to retire due to injury and returned to the USA. After a successful spell with governing body USA Rugby as Director of

Operations, Dan took up the challenge to run the first professional rugby event in the US. He is now the Tournament Director of USA Sevens LLC, the owner and operator of the largest commercial rugby tournament in North America – the San Diego 7s on the IRB World 7s Circuit.

Jonathan Davies, MBE was born 24 October 1962 in Trimsaran, Carmarthenshire and is a Welsh former dual-code rugby international.

Between 1982 and 1988 Davies played amateur rugby union for Welsh sides Neath, Trimsaran and Llanelli. In 1989 he changed codes to rugby league when he signed for Widnes where he stayed for four years, which included a summer spell in 1991 for the Canterbury Bulldogs in Sydney. He then joined Widnes' local rivals Warrington and in 1995 moved to the North Queensland Cowboys. During his time in rugby league he represented both Great Britain and Wales. 1995 saw him change codes again when he signed for Cardiff RFC. During his time in rugby union he won 32 caps for Wales and scored a total of 81 points.

Since retiring from rugby, Davies' cross-code technical knowledge of rugby and its tactics has enabled him to gain media work commentating and reviewing rugby games in both codes. He has worked as a television pundit for the BBC, in both English and his native Welsh language.

Rugby Expo aims to be the premier global business-to-business rugby union and league convention. Rugby Expo 08 in London will be the largest ever gathering of business people involved in and passionate about the world of rugby union and league, including clubs, administrators, companies that support rugby and suppliers of services to the rugby community. Rugby Expo will be a festival celebrating and supporting the development of rugby union and league as a truly global sport and will offer wide-ranging and exciting business opportunities.

Rugby Expo 08 will take place on 17–18 November 2008 in London, England at The Queen Elizabeth II Conference Centre, adjacent to the Houses of Parliament. The inaugural event coincides with the union Autumn Internationals programme, with matches to be played on 8, 15, 22 and 29 November 2008. The Northern Hemisphere union countries will be playing teams from Australia, New Zealand and the Pacific Islands during this programme.

The event will be attended by the business power brokers in the rugby union and league community; administrators from the international and national rugby authorities; executives from rugby clubs from all the rugby playing nations; executives from global, national and local companies interested in getting involved with rugby; and suppliers of services to the rugby community.

The event will be directed to helping businesses achieve their goals: whether this is generating more revenue, finding the right partners or discovering business opportunities. The forum sessions will be led by globally acknowledged opinion formers and will offer unique insights into rugby's hot topics. The exhibitions and social networking areas will provide an intensity of activities and opportunities to make contacts in a few days that would otherwise take months to achieve.

The key themes for the inaugural event are:

- Professionalism – building closer links between rugby and business, with a shared commitment to success.
- Grass Roots – attracting and nurturing talent, and supporting development of the game through the ranks.
- Developing Nations – enabling growing rugby nations to establish viable financial structures, so rugby can develop as a genuinely global sport.

Quite simply, if you're a serious player in the rugby business community, you need to be at Rugby Expo.