

# Samsung launches sports fanzones

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Samsung Electronics UK has announced a 12-month partnership with pool and snooker operator Rileys to provide specially equipped Sports Fanzones in their clubs nationwide.



The Fanzones will feature 3.5m high definition projection screens, surround sound audio systems, 125cm Samsung HD televisions and luxury seating areas.

Samsung sponsorship account director Martin Howard said: "The Samsung Fanzones will be ideal for supporters of all ages who want a great view in a fun atmosphere."

"Samsung is proud of its heritage as a sports sponsor, and the relationships with Chelsea FC and the Olympic Games. By joining forces with Rileys, and utilising their UK-wide expertise as a club operator, we are extending our presence in the world of sport."

Rileys' chief executive Maurice Kelly said: "Sports supporters deserve the very best TV and audio equipment to watch their heroes in action."

"We have planned out the Samsung Fanzones so they have plenty of quality seating - and are not too far from the bar and catering facilities. We don't want the fans to miss a second of the big-match action."

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