

## Press Information

December 9, 2005

### **Philips' worldwide activities during the Final Draw of the 2006 FIFA World Cup™**

**Amsterdam, the Netherlands** – As an official sponsor of the 2006 FIFA World Cup™, Philips will go all out to arrange a series of celebratory activities to mark the occasion of the Official Final Draw in Paris (France), Amsterdam (the Netherlands), Hamburg (Germany), Leipzig (Germany) and São Paulo (Brazil).

A key attraction in both Paris and Hamburg will be giant posters showing the final groups for the competition below a giant Philips Cineos FlatTV screen with Ambilight. In Paris, the poster will appear in La Place du Marche in the suburb of Neuilly-sur-Seine. In Hamburg, it will be displayed opposite of the Rathaus, on the city hall square (Rathausmarkt), directly in the center of the city and right beside the Christmas Market, which attracts thousands of visitors every year at this time. On the night of the draw, climbers will absail on ropes down the poster to position the national flags of the teams as they called for each group.

In São Paulo, a preview of the Vila da Copa is announced; a giant complex which is going to be open to the public at the São Paulo Jockey Club during the games of the 2006 FIFA World Cup™. Measuring 7,500 square meters, the complex of 11 buildings will offer bars, restaurants, games, shows, interactive tents and the biggest exhibition screen in Latin America.

In Amsterdam, Philips will mark the occasion with entertainment at the municipal theater (Stadsschouwburg) in the heart of the city on its busiest square, the Leidseplein. From the balcony of the theater, sports anchor Wilfred Genee, Aron Winter and two Dutch National players, will provide a live commentary on the draw while *panna* players will offer live football demonstrations. A giant Philips television screen on the top of the balcony, as well as smaller screens in the hospitality area across the street, will broadcast events on the balcony as they take place.

In addition to the draw itself, Leipzig's Glashalle will feature the 1974/2006 living room set up, featuring the Philips Cineos FlatTV with Ambilight, the Streamium Wireless Music Center WACS700 and the The Philips Showline Media Center MCP9350i, enabling fans to watch the game across the globe from the stadium itself or the comfort of home.

Also in Amsterdam on the exterior of our headquarters in the Breitner Center, a massive 800 square meter screen will display a series of giant images throughout the night proclaiming our sponsorship of the 2006 FIFA World Cup™, and showcasing our new Consumer Electronics advertising campaign. The visual shows Philips' Cineos FlatTV with Ambilight effects coming from both sides of the TV set and changes colors depending on the image showing on the TV screen, during the evening. The visual will be installed till December 15.

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#### About Royal Philips Electronics

Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.3 billion in 2004. With activities in the three interlocking domains of healthcare, lifestyle and technology and 161,500 employees in more than 60 countries, it has market leadership positions in the areas of healthcare, lifestyle products such as colour television sets personal care devices, lighting and many other technology driven products in the electronics sector.

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