

PRESS RELEASE
Friday 13 February 2015

Vitality, the health and life insurer, sponsors the 2015 ICC Cricket World Cup on Sky Sports



Vitality, the health and life insurer that rewards healthy living, has announced that it will sponsor Sky Sports' dedicated 2015 ICC Cricket World Cup channel. The deal is part of Vitality's ongoing strategy to raise the profile of health and life insurance among consumers.

Vitality will be broadcast sponsor of Sky Sports World Cup which replaces Sky Sports 2 on Channel 403 from 6am on Friday 13 February. The sponsorship will be part of the coverage which includes over 1,000 hours of build-up, analysis, highlights and 49 live matches spanning six weeks. In addition, Vitality will also receive branding across the ICC Cricket World Cup section of skysports.com, the Sky Sports Mobile App and on Sky Go.

The ICC Cricket World Cup is the biggest one-day event in the International calendar and Sky Sports World Cup, sponsored by Vitality is the only place to capture the rivalry between all 14 teams live.

David Shore, Sky Media's Head of New Business, said of the deal: *"We're delighted to strengthen our relationship with Vitality further as the sponsor of Sky's ICC Cricket World Cup coverage. This compliments their existing sponsorships around Sky Sports Rugby Union, Sky Sports and Sky Sports News HQ. These broadcast sponsorships enable Vitality to engage viewers at home and on the move"*

Keith Kropman, Marketing Director of Vitality, said: *"As people have a greater opportunity to watch sport, we hope it will encourage them to become more active, both individually and with their families. In a world cup year, it's the perfect time to take inspiration from those at the peak of their game. Sponsoring the 2015 ICC Cricket World Cup on Sky Sports is very exciting for us, as it will allow us to reach even more of our customers."*

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About Sky

Sky is Europe's leading entertainment company. The group serves 20 million customers across five countries: Italy, Germany, Austria, the UK and Ireland. We offer the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of over £11 billion and is Europe's leading investor in television content with a combined programming budget of over £4.6 billion. The company employs 31,000 people and is listed on the London Stock Exchange (SKY).

For more information visit www.sky.com/corporate

About Vitality – changing health and life insurance for good

Vitality is the new name for PruHealth and PruProtect, the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality believes in the power of sport to help inspire people to live a healthy life, which is why it partners with leading sports figures, teams and events to help share the Vitality message.

Vitality Ambassadors, Jessica Ennis-Hill, Sebastian Coe and Jonny Wilkinson are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.



Vitality is also Official Wellness Partner of Arsenal FC, Liverpool FC and Manchester City FC, England Rugby, Scottish Rugby, the Welsh Rugby Union and Cricket's UK Test Match Grounds. The business is also title sponsor of the Vitality Run Series and the ITU's Vitality World Triathlon London.

VitalityHealth is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach which delivers value for Vitality members through rewards and ultimately better health. Society as a whole also benefits, as the company's profits, which come about as a result of people being healthier and claiming less often, are redirected into the cover in the form of incentives, which in turn encourages more healthy activity. For more information www.vitality.co.uk

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover, additional benefits and Business Protection. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price www.vitality.co.uk