



## HISPASAT will sponsor the Spanish National Rugby Team

- **The operator will broadcast all matches played by the Spanish men's and women's national rugby teams via satellite.**
- **HISPASAT shares with this sport many of the values that have made it the leading operator in the Spanish- and Portuguese-speaking world.**

**Madrid, 26 September 2013.-** HISPASAT, the Spanish satellite communications operator, today signed an agreement with the Spanish Rugby Federation to supply the men's and women's national teams, under which, HISPASAT will make satellite broadcasts of the international matches played by both teams in Spain. The agreement was signed at HISPASAT's head office by the company's Business director, Ignacio Sanchis, and the Chairman of the Spanish Rugby Federation, Javier González Cancho.

According to Ignacio Sanchis, "HISPASAT upholds the same values associated with the game of rugby in its day to day work: team work, honesty and commitment. These values have made us the leading operator in the Spanish and Portuguese markets. For HISPASAT, this sponsorship is a way of strengthening these values with our clients, while at the same time helping to promote rugby, a sport that is clearly growing in Spain both at grassroots and professional level".

For B. Javier González Cancho, Chairman of the Spanish Rugby Federation, "to have the support of HISPASAT is extremely gratifying because of all this company stands for. It is one of the world's leading satellite operators and HISPASAT's image is associated with innovation, the internationalisation of large Spanish companies and quality telecommunications."

By broadcasting these matches, HISPASAT will be collaborating with the Spanish Rugby Federation in promoting this noble sport and the values that make it great, and one of the best ways of doing this is to make the national teams more visible through the different communications channels technology offers. The most popular channels for watching matches today are TV broadcasts and internet streaming and HISPASAT will provide the spatial capacity for connections in both these areas, where it is developing high quality, value added solutions for its clients.

HISPASAT, the main communications bridge between Europe and the Americas, sponsors and provides communications for some of the most important sporting and academic events in Spain such as the Vuelta Ciclista a España (Tour of Spain cycle race), Ruta Quetzal or summer courses organised by the Complutense University in El Escorial.



## About HISPASAT

HISPASAT Group is made up of companies with a presence in Spain as well as Latin America, where its Brazilian affiliate, HISPAMAR commercializes its services in Latin America. The Group is the leader in the diffusion and distribution of content in Spanish and Portuguese, including the transmission of important digital Direct-To-Home (DTH) and High Definition Television (HDTV) platforms. HISPASAT is one of the most important companies in the world in its sector by revenue and the main communications bridge between Europe and America.