



Media Release

EMBARGOED UNTIL 1 DECEMBER 2009

Ultimate Rugby Sevens Launches UK National Sevens Series

Tuesday 1 December 2009: leading independent global promoter, Ultimate Rugby Sevens (UR7s), today confirmed the launch of the first ever UK National Sevens Series, starting 2010.

The UK National Sevens Series, approved by the Rugby Football Union, will build on the increasing popularity of Rugby Sevens, which will be included in the Rio 2016 Olympics. By then, Rugby will have been absent from the Games for more than 90 years.

*"We have been developing the UK National Sevens Series for 18 months and it is an essential step in harnessing UK potential," said **Tim Lacey, Founder & CEO of Ultimate Rugby Sevens.** "Today's announcement marks Ultimate Rugby Sevens' intention to lead the way in a new era for the sport with a pioneering property that will bring increased structure and direction to the UK Sevens season."*

The Series will take place in June/July 2010 and in its inaugural year, tournaments will take place in London, Bath, Manchester and Newquay. It will feature 10 teams, including national-level players from across the UK, battling for individual tournament honours and the overall, aggregate Series title. With the support of the Home Unions, UR7s plans to expand the Series to Wales and Scotland in subsequent seasons.

*"The announcement of the UK National Series is a huge step forward for Rugby Sevens in the UK," said **Ben Ryan, England Rugby Union Sevens coach and RFU National Academy Coach.** "It will give Sevens a stronger platform in this country and give increased opportunities for more players to experience this great sport."*

Rugby Sevens is one of the fastest growing sports in the world. Over the past year UR7s has brought the global Sevens community together via the multimedia portal, UR7s.com, and provides promotional support for hundreds of Sevens tournaments around the globe. The UK National Sevens Series is an exciting addition to the Ultimate Rugby Sevens portfolio.

*"The launch of the UK National Sevens Series is a very welcome addition to the rugby calendar, one that will give the domestic sevens season increased direction and an improved development structure," said **RFU Tournaments and Competitions Director Terry Burwell.** "We commend the vision and ambition of Ultimate Rugby Sevens and will continue working alongside them to help support the delivery of this initiative."*

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Note to Editors:

About The UK National Sevens Series:

2010 Tournament:

RugbyRocks London 7s
Date: June 12th

West Country 7s (Bath)
Date: June 19th

Manchester 7s
Date: July 4th

Newquay Surf 7s
Date: July 17th

Series Structure:

The UK National Sevens will comprise of ten core specialist Sevens teams, featuring national-level players, plus two invitational sides competing at each host tournament. Teams gain points on where they finish at each event aggregating a Series league table.

About Ultimate Rugby Sevens (UR7s):

Ultimate Rugby Sevens (UR7s) is the leading independent promoter for Rugby Sevens globally. Led by former Gloucester player and Wharton MBA, Tim Lacey, UR7s is a fast-growing, pioneering and diverse business, dedicated firstly to providing a promotional platform for the sport's stakeholders, tournaments, teams, players, brands and fans. Secondly, UR7s is working alongside the International Rugby Board (IRB) and other global stakeholders to bring further structure to the game, secure commercial investment, develop players and ultimately ensure the competition is of the highest standard ahead of the 2016 Olympic Games in Rio. See UR7s.com.

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