



Media Release
TUESDAY 6 APRIL 2010

Phil Greening throws his weight behind Ultimate Rugby Sevens and the inaugural National Sevens Series

LONDON, Tuesday 6 April 2010: former England international, Phil Greening, has thrown his weight behind the new National Sevens Series in the UK, after signing an exclusive deal with leading independent global promoter Ultimate Rugby Sevens (UR7s).

Player turned coach and consultant, Greening will take up the mantle of National Sevens Series Development Manager, a role that will see him contribute his vast experience in the run up to the inaugural series, but also take up ambassadorial duties as the 'face' of the Series in the marketing and media. The National Series will take place in June and July 2010, with tournaments nationwide, in London, Bath, Manchester and Newquay.

*"Phil Greening's experience and success, both as a former captain and coach of the England Sevens team and also at the very highest level of the 15s game, makes him a very valuable addition to the National Sevens Series management team," says **Tim Lacey, CEO of Ultimate Rugby Sevens.** "We simply could not ask for a better endorsement of the inaugural Series than his involvement in its overall development."*

Greening is without question one of the most successful players of his generation, having achieved the rare feat of representing England at U16, U18, U21, 'A', sevens and senior level as well touring with the British & Irish Lions. He sports one of the most diverse résumés in rugby, with the unique distinction of achieving international success in 15s, before making a successful transition to the upper echelons of sevens. Career highlights include captaining England to back-to-back Hong Kong Sevens titles in 2002-03, 27 caps for England, including the 1999 Rugby World Cup and the 2001 British & Irish Lions Tour, three consecutive Premiership titles with Wasps, plus a Heineken Cup and European Shield to boot. Since retiring in 2006, Greening has focussed on developing his coaching and consulting career, including a stint as England Sevens Assistant Coach.

*"The National Sevens Series is a significant step forward for the development of rugby sevens in the UK," said **Phil Greening.** "I am very excited to have been asked to join the management team and hope that my experience will add value to the development of the game in the UK and to the experience of the fans. I think sevens deserves the kind of passion and vision that Ultimate Rugby Sevens is bringing to its development."*

Phil Greening will work alongside National Sevens Series Operations Director, Tom Burwell, and the wider Ultimate Rugby Sevens team, to develop the inaugural Series.

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NOTES TO EDITORS:

Photo Caption:

Tom Burwell, National Series Operations Director (l), Phil Greening, National Series Development Manager (c) and Tim Lacey, Chief Executive, Ultimate Rugby Sevens (r).

Style Guide:

Please note that the Ultimate Rugby Sevens acronym/short form name is UR7s.

Interviews are available with:

- Phil Greening, National Series Development Manager, Ultimate Rugby Sevens
- Tim Lacey, Chief Executive, Ultimate Rugby Sevens
- Tom Burwell, National Series Operations Director, Ultimate Rugby Sevens

About the National Sevens Series:

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

2010 Tournaments:

- RugbyRocks London 7s, June 12th
- West Country 7s (Bath), June 19th
- Manchester 7s, July 4th
- Newquay Surf 7s, July 17th

About Ultimate Rugby Sevens (UR7s):

Ultimate Rugby Sevens (UR7s) is a 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. It is dedicated firstly to providing a promotional platform for the sport's stakeholders, tournaments, teams, players, brands and fans and secondly, to working alongside stakeholders to help bring further structure, secure commercial investment, develop players and ultimately ensure the competition is of the highest standard. Ultimate Rugby Sevens is the facilitator, administrator and rights-holder for the National Sevens Series, responsible for the staging and promotion, alongside the four host tournaments. For more information, go to: www.UR7s.com.

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