



Media Release

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Modern Solar to power Adelaide United

The growing success of Adelaide United Football Club continues unabated, with the announcement of a major corporate sponsorship aimed at supporting and promoting the sport nationwide.

“Modern Solar is pleased to announce its role as a key Corporate Partner and Major Sponsor of A-League grand finalists Adelaide United for the upcoming season,” said Laurie Mallia, CEO of Modern Solar.

“Like solar energy, the A-League Soccer is taking off in Australia and we’re thrilled to be involved just as more and more people catch on to the ‘world game’.

“Under the leadership of coach Aurelio Vidmar, Adelaide United has become one of the most successful clubs in the A-League and in Asia; we hope our support will take that success even further.

Mr Mallia said that Modern Solar’s partnership includes shirt sponsorship, which is one of the best ways express their support for the team.

“Adelaide United has a bright future this season and we’ll be doing our level best to support them as a team and to promote the A-League competition.”

An Adelaide boy originally, Mr Mallia said Modern Solar was proud to be associated with the Reds, a team that enjoys an excellent reputation on and off the field.

“We place a high value on integrity, which is why we believe this is such a strong partnership,” he said.

“Adelaide United is a leader in the A-League in the same way our commitment to quality services and products makes us a market leader in household renewable energy.”

The Modern Group is an Australia wide (Sydney, Melbourne, Brisbane, Adelaide, Perth, Hobart, Canberra) specialist home renovation and home improvement company.

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Modern Solar is part of The Modern Group - an Australian company employing around 700 people nationally. Its solar power photovoltaic (PV) systems convert sunlight directly to electricity using solar panels or solar cells mounted on rooftops. The electricity is used to provide power to homes, thus reducing electricity bills, greenhouse gas emissions and consumers’ contributions to climate change.