

SYDNEY – Friday, 16 April 2010

Pirtek Parramatta Eels announce new shorts sponsor.

THE Pirtek Parramatta Eels today welcome another leading Australian company as a high level corporate partner with the signing of Modern Solar as 'front shorts sponsor' for the next two years with an option for an additional 2 years.

Modern Solar is an international Australian family-owned business that has been completing home improvements since 1979, initially established in the area of roller shutters and roofing products before becoming a market leader in the solar industry, providing solar hot water and power.

Parramatta and Modern Solar have partnered to help promote a 'think green' attitude through the community.

The concept "Blue + Gold = A greener tomorrow" will involve some recycling challenges and community involvement as well as a green message on the jersey for one round of the season.

The Eels will also become involved in a 'Green Up Parramatta Week', leading up to a home game to be announced.

General manager of the Modern Group NSW, Mr Josh Stewart said "Modern Solar look forward to the new partnership and working closely with the Pirtek Parramatta Eels in promoting our environmental message,. We are also pleased the Eels will help us promote www.thinkgreener.com.au which gives supporters and homeowners the opportunity to learn about green thinking and the chance to win a \$30,000 home eco makeover."

Eels CEO Paul Osborne said the club was very happy to be involved in promoting such a worthwhile environmental message in conjunction with Modern Solar.

"As the company states, it is dedicated to being a world leader in providing a positive impact on climate change by empowering home owners to introduce energy saving concepts into their houses," Osborne said.

The Eels now boast three successful Australian business success stories in their playing kit in Pirtek, Painaway and Modern Solar, underlying its strong allegiance to home-grown success stories.

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