

PRESS RELEASE

The Confederation of North, Central America
and Caribbean Association Football.



MoneyGram Joins CONCACAF Champions League as the Global Money Transfer Sponsor

MoneyGram Golden Boot to Be Awarded in April to the Tournament's Leading Scorer

Miami (Monday, March 10, 2014) - The Confederation of North, Central America and Caribbean Association Football (CONCACAF) and its commercial partnership agency, Traffic Sports, announced today that MoneyGram, a leading money transfer company and payment services company, is a sponsor of the CONCACAF Champions League.

"We are excited to welcome MoneyGram as an official sponsor of the CONCACAF Champions League," said CONCACAF General Secretary Enrique Sanz. "As the Champions League continues to grow in popularity and extend its reach across the region, this partnership with MoneyGram is sure to prove fruitful for all involved."

Under terms of the deal, MoneyGram will have exclusivity in the money transfer category, use of CONCACAF Champions League marks, promotional rights, activation rights at stadia throughout the region, televised signage, branding in official tournament media and materials, hospitality and the right to present the MoneyGram Golden Boot Award to the tournament's top scorer at the conclusion of the championship series in April.

"Consumers are at the center for MoneyGram and football is a passion shared by them in many countries. We are excited to bring football closer to our consumers with this sponsorship and for the MoneyGram brand to gain exposure throughout Latin America & Caribbean," said Emilio Veiga Gil, Senior Marketing Director for Latin America & Caribbean for MoneyGram.

"We welcome MoneyGram to the growing list of multinational partners who have committed to the new CONCACAF and its prestigious Champions League," said Aaron Davidson, President of Traffic Sports USA. "We look forward to working closely with MoneyGram to jointly grow their business and soccer in the region."

The [quarterfinals of the 2013-14 CONCACAF Champions League](#) are set to start tonight, when the eight remaining teams resume their quest to represent the region at the 2014 FIFA Club World Cup in Morocco. The 2014/15 edition of the annual tournament begins in August, with 24 clubs from countries across North America, Central America and the Caribbean once again competing for the title.