

# Matrix Communications Group plc Gets Into Gear For Superbike Championship

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## PRESS RELEASE

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Matrix Unveil Sponsorship of Rizla Suzuki British Superbike (BSB) Team

East Grinstead, UK, 4th November 2004: Reigning BSB champion John Reynolds and hard-racing team-mate Scott Smart of the Rizla Suzuki Team are being sponsored by Matrix Communications Group plc as they battle for championship honours in the forthcoming season. The sponsorship deal, announced today, will see Matrix capitalising on event hospitality and TV publicity opportunities in exchange for their generous support.

"A close association with the Rizla Suzuki British Superbike Team is an exciting and valuable opportunity that will give us brand exposure on Sky Sports and BBC TV channels, and allow us to offer a wealth of exclusive hospitality to our most important partners and customers," said Ian Smith, CEO of Matrix Communications Group plc. "This sponsorship agreement builds on our long relationship with British motorcycle racing, and of Scott Smart in particular who we've been proud to support for many years."

Racing veteran John 'JR' Reynolds is three-times BSB champion and will be among the favourites to pick up further honours in the 2005 season.

28 year-old Scott Smart has recently joined the Rizla Suzuki Team, and is descended from an illustrious bloodline of British motorsport greats. Nephew of Double World Champion Barry Sheene, Scott is also the son of Paul Smart - winner of the Imola 200 and a World Champion in his own right. Scott is a former British Superteen and 250cc Champion who caught the eye in last season's BSB championship with a host of podium finishes.

"We're very appreciative of the support offered by Matrix, and are keen to ensure that we repeat the achievements of last season by again becoming the most successful team in BSB," said Robert Wicks, team manager of Rizla Suzuki. "This winter will be spent testing and engineering the new Rizla Suzuki GSX-R1000 to achieve the highest possible levels of 'Pure Performance' and I am sure Matrix will assist us in achieving that with its IT provision for the team."

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About Matrix Communications Group plc:

The Matrix Communications Group ([www.mxcp.com](http://www.mxcp.com)) is a fusion of experts in information technology focused on providing tailored 'pure performance' solutions using a 'best of breed' approach.

Matrix's key areas of specialisation lie across every aspect of voice, data and security technology all of which are supported by the services division. Priding itself on its consultative process, Matrix prioritises the need to understand customer requirements and implements integration strategies that

provide excellent value and support. Matrix delivers on its promise of 'pure performance' in every aspect of hardware, software, support and service, 24/7/365, anywhere in the world.

Media Contacts:

David Evans/Mark Waite  
Cohesive Communications  
davide@cohesive.uk.com  
+44 (0) 1291 626200