



Press Release

## **Pact of champions sealed and delivered: ORLEN Germany sponsors handball league team THW Kiel**

**Elmshorn, 1 September 2011 – The likeable new star duo is perfect as petroleum company ORLEN Germany expands its sponsoring commitment to sport to become the official partner to THW Kiel. The agreement was signed on 26 August during the “Unser Norden Cup” tournament in Kiel and sees the two popular northern lights acting in concert in future.**

Both the “star” service station brand and the record-holders of the German Premier Handball League have a huge following in the north of the country. The new partnership is designed to underpin this as it enables ORLEN Deutschland GmbH to strengthen its links to its home region of Schleswig-Holstein and its presence among the population. Among the measures serving this will be stadium hoardings for TV, joint campaigns at star service stations and online measures.

THW Kiel is considered a top address on the indoor handball circuit. “We are extremely delighted that in the ‘Zebras’ we are not only able to support one of the most successful, but also one of the best-loved teams in international handball. THW Kiel has many fans around the world, but especially in north Germany of course – a genuine popular figure, just like the star brand,” says Wieslaw Milkiewicz, Director and Head of Marketing of ORLEN Deutschland GmbH. star is one of north Germany’s most popular service station chains.

The partners are also perfectly matched in another respect, forming in effect a German-Polish “one-two pass”. After all, the Polish parent of ORLEN Germany, oil and petrochemical group PKN ORLEN S.A., is the main sponsor of Polish handball champion Wisła Płock, with which THW Kiel has been in close partnership since last season. It has seen THW Kiel



play in the ORLEN Cup in the Polish city of Płock and Wisła Płock pay a return visit to contest the “Unser Norden Cup” in Kiel. “It’s great that a business partnership has now emerged with ORLEN Germany that will benefit both for time to come,” says Marcel Klein, Head of Marketing for THW Kiel.

### **star – a strong brand of ORLEN Deutschland GmbH**

star is the petrol station brand of ORLEN Deutschland GmbH, which has operated more than 560 petrol stations in the northern half of Germany since 2003. The company, which has its headquarters in Elmshorn near Hamburg, belongs to the Polish oil and petrochemistry group PKN ORLEN SA, which is the largest Polish company with an annual turnover of 23 billion euros in 2010 and one of the largest Central European groups.

PKN ORLEN SA is listed on the stock exchanges in Warsaw and London and is represented on the petrol station market in Eastern and Central Europe with a total of 2,700 petrol stations in Germany, Lithuania, Poland and the Czech Republic. In recent years, large investments have been made in Lithuania and the Czech Republic to bring the group a step closer to its goal of becoming the leading oil company in Central Europe.

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