



MEDIA RELEASE

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ISC venture into football with Melbourne Heart

ISC has expanded its Australian business into Football with the signing of its first professional A-League team, the Melbourne Heart Football Club.

This exciting new partnership, commencing in the upcoming 2011-2012 season and spanning three years, comes a year after the Melbourne Heart entered the A-League competition and is a significant new venture for the brand.

Having a full A League season under their belt, the team has made a significant impact on the professional football landscape and will continue to grow as they further establish themselves in the wider Victorian community.

ISC CEO Brett Corrick said the new relationship cemented the company as a leader in Australian sport.

“We have signed on with a number of teams over the past year and the signing of the Melbourne Heart really shows that not only have we gone through a period of strong growth in Australia but we are now a market leader in what we do,” says Corrick.

“The Melbourne Heart has only just completed their first A-League season however we are looking forward to sharing our knowledge with them and working to better understand the needs of football in this country and for their team.

“Football is a growing game in Australia and we are delighted to be a part of that.”

Melbourne Heart CEO Scott Munn is also excited by the new partnership.

“ISC are at the forefront of what they do and for the Melbourne Heart to learn from their knowledge across the number of teams they work with will only allow us to grow stronger and stronger as a Club and a brand,” Munn said.

“This is an opportunity for us to not only learn from them but to work with them on the football front and what our specific needs are. It is an exciting partnership and we are looking forward to releasing the new range of playing and supporters gear in the coming months.”

ISC is committed to assisting professional sports people with performance based garments to improve sporting performance and developing the best quality product at the most affordable price for our consumer.