

MEDIA RELEASE

ISC joins forces with Team GWS

ISC has become the official kit supplier of the AFL's newest team, Greater Western Sydney (GWS), after signing a four year deal.

Team GWS joins the likes of the Sydney Swans, St Kilda and reigning premiers the Geelong Cats in the ISC stable, who will be charged with creating the design of the inaugural playing strip for the AFL's 18th team.

A training range will be released for the 2011 season before the Club and ISC unveil the playing Guernsey for the Western Sydney teams first official season.

"ISC have a strong history in Australian sport and the signing of Team GWS is a great acquisition for our brand," said ISC CEO Brett Corrick.

"We are very excited to have Team GWS as part of our family and are honoured to be a part of their inaugural season. This is such an exciting period for the AFL and ISC as we continue our expansion further into Australian sport.

"As part of our charter to create high performance playing and training garments, we will work closely with the coaching staff and players to ensure that ISC play their part in Team GWS making an impression on the AFL from the very beginning."

Team GWS Head Coach Kevin Sheedy said this was an important partnership for the club.

"We are extremely proud to announce ISC as the official apparel partner of the club.

"One of our main focuses in building this club is to attract the best people and businesses to work with us.

"ISC are Australian leaders in the industry known for their innovation. As a club this is something that is important to us.

"They have a proven record across professional sport in Australia - you need only look at the 2009 AFL Grand Final to see the impact ISC has had, with both St Kilda and Geelong proudly wearing ISC apparel."

"As we move closer to playing in our first AFL season, this partnership will be critically important for representing our club and players both on and off the field."

The ISC stable currently consists of 15 teams across the AFL, NRL, Super 14 and UK Super League.