

RaboDirect strengthens partnership with Melbourne Rebels

Melbourne, 1 March 2012: RaboDirect is pleased to be commencing year 2 of its partnership with the Melbourne Rebels for the upcoming 2012 season.

The partnership has been an outstanding success, according to RaboDirect Executive General Manager, Greg McAweeney.

"RaboDirect has partnered with the Rebels since its inauguration and looks forward to strengthening the partnership this year and help Rugby Union prosper throughout Victoria. RaboDirect is very excited to be able to give young Australians a shot at becoming future Wallabies and at the same time help Victoria take a prominent position on the world sporting stage."

RaboDirect Rebels CEO Steve Boland said the continuing partnership would have positive outcomes for both parties and looks forward to another exciting year ahead.

"Following a highly prosperous first year together we are thrilled with Principal Partner RaboDirect and looking forward to building on that success in Season 2012."

RaboDirect is also proud to announce the two year signing of Australian Wallaby and RaboDirect Rebels player, James O'Connor, as RaboDirect's Rugby brand ambassador. James made his Wallabies debut in 2008 and is considered one of the most promising young talents in Rugby Union. James will play his first season with the RaboDirect Rebels in 2012.

"We are delighted to have James on board as a brand ambassador for RaboDirect. His passion and dedication to the sport go far beyond his talents on the field. It's fantastic to see how committed he is to development of the game off the field" said McAweeney.

"I see myself taking on new and exciting challenges with both RaboDirect and the Rebels in 2012. As a brand ambassador I'm looking forward to working closely with RaboDirect on the development of Rugby Union in Victoria at a grass roots level" O'Connor said.

RaboDirect, together with the RaboDirect Rebels recently announced their exciting new CSR initiative, "Conversions for Clubs". The program is aimed at promoting Rugby Union throughout Victoria while providing all important funding for local Clubs.

As a winner of "Conversions for Clubs", eight local Victorian Rugby Union Clubs will get \$5,000 from RaboDirect as well as "owning" a RaboDirect Rebels home game at AAMI Park. The RaboDirect Rebels will donate \$200 for every conversion or penalty kicked during their allocated home game.

James O'Connor said the grants will make a real impact on the long term future of the winning clubs. "Community clubs are integral to the growth and development of Rugby Union in this State and are the breeding ground for the next generation of Australian Wallabies."

"The financial assistance provided by these grants allows clubs to continue to support and develop young players" said O'Connor.

The RaboDirect Rebels will play their first game of the season against the Waratahs on Friday 2 March at their home ground AAMI Park.

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For further information or to arrange an interview with Greg McAweeney or James O'Connor, please contact: Fiona White at Spark Communications 03 9693 2285 / 0421 442 521 Fiona.white@sparkcomms.com.au

About RaboDirect RaboDirect is the online savings and investments bank launched by Rabobank Australia Limited in 2007 and offers customers access to high interest savings, competitive term deposits and the ability to buy and sell funds online 24/7. Customers also benefit from consolidated administration, reporting and taxation; the type of administrative technology usually only available to financial advisers.

RaboDirect is a division of Rabobank Australia Limited, part of the international Rabobank Group, the world's leading specialist in food and agribusiness banking. Rabobank has more than 110 years' experience providing customised banking and finance solutions to businesses involved in all aspects of food and agribusiness.

Rabobank operates in 48 countries, servicing the needs of more than nine million clients worldwide through a network of more than 1600 offices and branches. Rabobank is among the top 10 safest banks in the world for over 10 years, according to Global Finance.

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