



## Tradition tees off with Howell and Rose

January 31, 2007 - Tradition, one of the world's largest brokerage companies, has signed two of England's top golfers as brand ambassadors for its global business.

Tradition, a leading interdealer broker with 34 offices in 21 countries facilitates trades between major financial institutions and 85% of its client base actively plays golf.

Ryder Cup star David Howell is an established world class player, currently ranked 15 in the world after a strong 2006 campaign. He begins his season this week at the Dubai Desert Classic at the Emirates GC.

Justin Rose is now world ranked 37 after an excellent finish to last year and a highly-promising 3rd place finish in the Bob Hope Classic in California last week. He will focus on the USPGA Tour for the first part of the year, with the FBR Open in Arizona this week his next engagement.

Tradition's Chief Executive Robin Houldsworth underlined why the company has selected golf, and these players in particular, for its first major corporate sponsorship. "Golf is global and is a sport with the right values and image for our business. We have carefully selected these two players because they are both established world-class performers with the potential to go to the very top."

"They are renowned for their approachability in addition to their golfing ability, so we believe they will make excellent ambassadors for the Tradition brand and will help us to further develop our business in key markets."

Both deals include prominent branding on the players' clothing, image rights and personal appearances. The sponsorship was arranged and negotiated by SBI, who will manage and leverage the associations for Tradition.

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