



Media Release

Wednesday 5 May 2010

Ultimate Rugby Sevens unveils the teams competing in the inaugural National Sevens Series in the UK

LONDON, Wednesday 5 May 2010: leading independent global promoter, Ultimate Rugby Sevens (UR7s), has today announced the nine core specialist sevens teams set to compete in this summer's inaugural National Sevens Series in the UK. These teams are:

- British Army
- Samurai International RFC
- The Smurfs
- HFW Kooga Wailers
- Gilbert Pups
- White Hart Marauders RFC
- RagingBull Ronin
- Apache
- Olorun ID

Specially selected for their success and heritage in UK sevens circles, the teams will be made up of top sevens talent. The National Sevens Series will take place in June and July 2010, with tournaments in London, Bath, Manchester and Newquay. The nine core teams will be joined by three guest teams at each event, putting on a show featuring the very best sevens in the UK, as they play for tournament honours and the Series title.

*"We are extremely proud to name these nine core teams for the inaugural National Sevens Series in the UK," said **Tim Lacey, CEO of Ultimate Rugby Sevens.** "A great deal of thought has gone into team selection, as it's very important to Ultimate Rugby Sevens that we remain true to the heart of the sport. These ambitious and highly competitive teams embody the spirit of sevens. They represent the dedicated sevens teams that have helped shape the game in the UK over the past 20 years and are widely credited for recognising and developing some of the world's top rugby talent."*

The National Sevens Series concept has been designed to help bring structure and direction to the existing sevens community in the UK. The tournaments will be a festival experience, each with its own unique identity, mixing rugby, music and interactive entertainment into a unique combination set to appeal to both sports fans and families alike. The National Sevens Series will headline each tournament, giving both recognised and emerging talent a stage on which to show showcase their raw pace, skill and agility. Hundreds of open-level men's and women's teams from across the UK are also expected to take part in the four tournaments, playing support matches around the main event.

Player registrations are now open. Announcements of player signings and final team line-ups will be made in due course. For further information, go to www.UR7s.com.

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ABOUT THE TEAMS:

British Army:

With a rugby heritage stretching back more than 100 years, a player pool of over 50,000, cupboards full of international silverware and links to the England Sevens team, British Army is expected to storm the field in the inaugural National Series. www.aru.org.au

Samurai International RFC:

For over 15 years, Samurai has been one of the world's best invitational teams. Credited with talent spotting household names such as Chris Ashton and Dave Strettle, Samurai International is a true National Series title contender in 2010. www.samurai-rugby.com.

The Smurfs:

The Smurfs hail from Wales and have seen World Cup winners such as Craig Hill play for them in the past. Expect to see a number of current and future Welsh sevens stars taking the field this year as they come over the River Severn to take the best silverware.

HFW Kooga Wailers:

The ambitious and successful Wailers team has been a recognisable name on the global sevens circuit for many years, with recent wins including the Roma Sevens. Expect a few surprises from the Wailers, as they try for the inaugural title. www.koogawailers.co.uk.

Gilbert Pups:

The Pups have been touring Europe for the past decade, with success in Amsterdam and Rome. Renowned for spotting the best talent and now with Gilbert as a partner, the Pups are looking to become one of the world's best sevens teams by taking the National Series.

White Hart Marauders RFC:

The Marauders will tell you they are simply 'the world's best pub team'. But a closer look will reveal a 30-year history on the global stage, past players including Will Carling and Laurence Dallaglio and a very loyal international fan base. www.maraudersrfc.com

Raging Bull Ronin:

Celebrating a 'Decade of Ronin' in 2010 by joining forces with England legend Phil Vickery's Raging Bull sportswear brand, Ronin will be fighting to add tournament titles and overall Series honours to their many international successes. www.ronin7s.co.uk.

Apache:

Named for the warrior-like, nomadic Apache, this team has competed all over the world, featuring many headline players, including Chris Cracknell. Featuring key players from all levels of sevens this year, Apache is on the warpath in 2010. www.apacherugby.co.uk.

Olorun ID:

Olorun was born from an amalgamation various south west sevens teams, to create an elite international touring side. Olorun believe in defence, in the fight and in freeflowing ball. Watch for style and substance from these boys. www.ur7s.com/teams/olorunid.

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NOTES TO EDITORS:

Style Guide:

Please note that the Ultimate Rugby Sevens acronym/short form name is UR7s.

Interviews are available with:

- Tim Lacey, Chief Executive, Ultimate Rugby Sevens
- Tom Burwell, National Series Operations Director, Ultimate Rugby Sevens
- Phil Greening, National Series Development Manager, Ultimate Rugby Sevens

About the National Sevens Series:

The National Sevens Series will comprise of nine core specialist Sevens teams, featuring national-level players, plus three guest sides, competing at each host tournament. Teams gain points on where they finish at each event, aggregating a Series league table.

2010 Tournaments:

- RugbyRocks London 7s, June 12th
- West Country 7s (Bath), June 19th
- Manchester 7s, July 4th
- Newquay Surf 7s, July 17th

About Ultimate Rugby Sevens (UR7s):

Ultimate Rugby Sevens (UR7s) is a leading independent promoter for rugby sevens globally. Led by former Gloucester player and Wharton MBA, Tim Lacey, UR7s is a fast-growing, pioneering and diverse business. It is dedicated firstly to providing a promotional platform for the sport's stakeholders, tournaments, teams, players, brands and fans and secondly, to working alongside stakeholders to help bring further structure, secure commercial investment, develop players and ultimately ensure the competition is of the highest standard. Ultimate Rugby Sevens is the facilitator, administrator and rights-holder for the National Sevens Series, responsible for the staging and promotion, alongside the four host tournaments. For more information, go to: www.UR7s.com.

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