

For Immediate Release

COLLYER BRISTOW ADVISES ON BARCLAYCARD MERCURY PRIZE

London, Wednesday 1 April 2009

London law firm Collyer Bristow LLP has successfully advised the Mercury Prize on a major new four-year partnership with Barclaycard under which Barclaycard becomes the title sponsor of the prestigious arts prize.

Dan Ford, Director of Marketing for the Mercury Prize said: "It's fantastic news that Barclaycard has shown this long-term commitment to supporting British music. Their innovative and cutting edge values make them an ideal partner for the Mercury Prize."

The partnership with Barclaycard will see the introduction of more exciting new initiatives including the Barclaycard Mercury Prize Sessions - monthly live music events to be held at The Hospital Club in Covent Garden.

Leading the Collyer Bristow team, partner Howard Ricklow commented, "We were delighted to be able to work closely with the Mercury Prize on their sponsorship arrangements. Our long-standing relationship with them has enabled the smooth delivery of this exciting project."

Jonathan Goss worked closely with Dan Ford in the negotiation of the sponsorship deal and the arrangements with The Hospital Club, as well as advising on all related intellectual property and live performance aspects of what the Mercury Prize encompasses.

For further information contact:

Howard Ricklow, Partner, Corporate and Commercial, Collyer Bristow LLP

T: 020 7468 7231 E: howard.ricklow@collyerbristow.com

Jonathan Goss, Solicitor, Corporate and Commercial, Collyer Bristow LLP

T: 020 7468 7232 E: jonathan.goss@collyerbristow.com

Notes to Editors:

Barclaycard Mercury Prize

The Mercury Prize celebrates and promotes all genres of music. It is Europe's Number One Arts Prize in terms of media coverage and influence **and** is best known for its celebration and annual recognition of the UK Albums of the Year. Last year was one of the most successful ever, with Elbow winning the Prize for their album 'The Seldom Seen Kid'. Previous winners include Arctic Monkeys and Dizzee Rascal.

The key dates for the 2009 Barclaycard Mercury Prize are:

21 July

Barclaycard Mercury Prize 'Albums Launch' to announce the 12 'Albums of the Year'

8 September

Barclaycard Mercury Prize 'Awards Show', winner announced

Collyer Bristow LLP is a 30 partner firm of solicitors with offices in London and Geneva. It is ranked in both Chambers and the Legal 500 directories. It provides a complete legal service to a wide range of businesses and private individuals. Its client base includes multinationals, public and private companies, businesses and partnerships, public sector organisations and it also has a substantial private client practice. The firm's Geneva office provides a European base from which to service its many international clients. The firm is particularly highly regarded for its work in commercial and residential property, charities, corporate and commercial, dispute resolution, employment, IP, insolvency, private client, sport, sponsorship, media and entertainment, and for its leading international family law team. Famous for its own ground-breaking in-house art gallery, the firm is passionate in its support for the contemporary arts. The current exhibition can be viewed at www.collyerbristow.com.

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