



PRESS RELEASE

For immediate release

Axia Fx to Sponsor Apprentice Championship in 2009 and 2010

Leading Foreign Exchange company, Axia Fx, has signed a two year agreement with The Professional Jockeys Association (The PJA) to become title sponsor of the Apprentice Championship in 2009 and 2010.

The partnership will be officially launched at the start of the Flat Turf season at the end of March 2009 and the Champion Apprentice can look forward to the fantastic prize of a luxury car lease which will be presented to them at the end of the season on Saturday 7th November 2009 followed by the presentation of their award at The PJA Champions' Dinner on Sunday 8th November.

Josh Apiafi, Chief Executive of The PJA, commented: "This is Axia Fx's first association with the sport of horseracing. The title sponsorship of the Apprentice Championship provides them with fantastic exposure both within the Trade and National media by becoming "The Axia Fx Apprentice Championship." Being crowned Apprentice Champion is an instrumental step in the career of any Flat Jockey as is demonstrated by many of our leading Flat Jockeys who have been crowned Champion Apprentice such as Frankie Dettori in 1989, 2007 Champion Flat Jockey Seb Sanders in 1995 and current Flat Champion Jockey Ryan Moore in 2003. The heavily mediatised battle for the 2008 Apprentice Champion title between William Buick and David Probert concluded in a tie and the 2009 Axia Fx Championship looks set to be as exciting as last year."

Darren Hutchinson, Head of Trading for Axia Fx, commented: "The PJA represents the very best of British Jockeys and we are delighted to have agreed a commercial partnership with them to sponsor the Apprentice Championship. Our association with the Championship will enable us to play an integral part in the development of the up and coming stars of the Racing world and we look forward to the start of the season with anticipation."

As well as sponsoring the Apprentice Championship, Axia Fx will also extend its support to the three PJA annual events commencing with The Lesters on Thursday 9th April 2009.

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