



DIA Group will name the National Basketball League after signing a sponsorship agreement with the Spanish Basketball Federation

/ The competition will be renamed for the next two seasons as Liga Dia

/ In this way, the company extends its commitment to the sport after the agreement reached last year with the Spanish Basketball Federation (FEB) for the sponsorship of the national teams.

Madrid, Tuesday, September 26, 2017. DIA Group and the Spanish Basketball Federation, FEB, have signed an agreement for the next two seasons in which the distribution company shall become the main sponsor of the women's basketball league. The competition, which will be renamed Liga Dia, will be broadcast in its entirety and, for the first time in history, by TVE's Teledeporte channel with the participation of 14 teams from different cities.

The agreement is part of DIA's support towards basketball and is in line with its corporate values such as respect, team work and initiative. Similarly, it entails a new development in relation to the partnership signed a year ago between the two entities in the framework of the Universo Mujer Baloncesto project www.universomujer2018.com, a comprehensive program for the development of women in society and sports led by the Spanish Basketball Federation itself.

According to DIA Group's CEO, Ricardo Currás, *"this new agreement restates the commitment of our company and of all those who work in it, for a sport with which we identify and support ourselves. We are all 100% with women's basketball."*

According to the president of the Spanish Basketball Federation, Jorge Garbajosa, *"the arrival of DIA Group to women's basketball is excellent news that helps us to allocate more resources to our project, involving the promotion and development of women's basketball in Spain. The DIA League will be a key tool to make the 2018 Women's Basketball World Cup in Tenerife a complete success."*

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast-moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2016, gross sales under banner reached EUR10.5bn and the company had 7,799 stores in the countries in which it operates: Spain, Portugal, Brazil, Argentina and China.

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