



“Peace and Sport” and Jaguar Sports Announce Partnership

Paris, France, June 02, 2007 --(PR.com)-- “Peace and Sport” a worldwide peace initiative based in Monaco under the High Patronage of His Serene Highness Prince Albert II and Jaguar Sports Corp., a new global sporting goods company, today announced a multi-million dollar partnership deal.

“Peace and Sport” will strive to incorporate the fundamental principles and the true value of sport in peace-building and global reconciliation initiatives around the world; involving Governments, International Sports Organizations and Private Businesses.

As an IOC member and a recognized sportsman competing in five Olympiads, Prince Albert II has constantly promoted the fundamental values of culture and peace conveyed through sport. Under His high Patronage “Peace and Sport”, will use its natural relationships with Governments, Sport Governance, and key companies to fund concrete projects on post conflict zones.

Since His reign, Prince Albert has become personally and profoundly involved in the search for sustainable Peace in the world. While in Beijing for the General Association of the International Sport Federations Assembly (GAISF), Prince Albert stated: “Even more than an Education, Sport is mixing people for a better understanding and thus contributes to a better World. Sport is finally just more than Sport, Sport can contribute to Peace.”

“Many bridges of hate and bitterness can be crossed because of sport,” says President Joel Bouzou, a leader of the World Olympians Association, as well as Secretary General of the UIPM, the international federation for Modern Pentathlon.” The rules and camaraderie learned on the playing field can actually bridge the gaps between warring communities and that is a powerful effect.” “Peace and Sport” programs are being planned in different parts of the world, including Asia, Africa and Haiti.

“Peace and Sport” is very happy to be associated with Jaguar Sport and its partners,” says Bouzou, “because our corporate missions are compatible from the foundation of each organization.”

Jaguar Sports Founder and Chairman Gary Koenig concur saying, “Jaguar Sports Corp. is honored to be a founding partner in “Peace and Sport.” We believe that Monaco, as a neutral country, and Prince Albert II, as a peaceful world leader, will allow “Peace and Sport” to create initiatives around the globe with no political roadblocks.”

“Our company was founded on the Principle that sport can be an effective tool for sustainable peace,” says Tracy Mattes, Director of Marketing for Jaguar Sports Corp., “the partnership with “Peace and Sport” is a perfect fit.”

Another key aspect which makes this partnership a perfect union is Jaguar Sports' commitment to sustainable development through a revolutionary eco-design. “Jaguar Sports has incorporated into its success strategy a technology for using recyclable materials to manufacture a wide variety of high performance sports gear and apparel in a green way,” says Mattes.



“By uniting Jaguar Sports and its Strategic Partners together with “Peace and Sport” Mattes says “we are creating a powerful team whose collaborative efforts will succeed in showing the positive influence sport can have on all aspects of humanity.

“Peace and Sport” will involve role model Olympians to touch and attract the youth from conflict zones to sport, and show them that sport is more than just a game, that it can bring people together in Peace and Harmony.

Olympic Legend Bob Beamon, who sits on the Board of Directors for Jaguar Sports, says Olympians can be true ambassadors of Peace. “For me, the spirit of the Olympic Games represents the unity of all nations and mankind as one. Every four years, a special confluence of athletic harmony is displayed on the world stage for all of us to appreciate and enjoy. What better way to demonstrate the fundamentals of Peace.” “Peace and Sport” would like to ensure all people have the opportunity to experience this kind of peace and harmony in the world in which they live, and sports offers this opportunity to all.

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About “Peace and Sport”

“Peace and Sport” is a new International Organization based in the Principality of Monaco, under the High Patronage of His Serene Highness Prince Albert II of Monaco. “Peace and Sport” intends to lead actions all around the world in favor of the establishment of sustainable Peace, on the basis of its values, namely Independence, Neutrality and Perseverance.

Guarantor of the values of tolerance and sharing, Sport goes far beyond the philosophic, religious and political differences and facilitates understanding, mutual respect and the relationships between people.

President Joël Bouzou has built the Organization Peace and Sport on his experience of “Together through Sport”, a French initiative that he created in 1991 and developed with the World Olympians Association and the International Olympic Committee from 1996 to 2006.

Joël Bouzou explains “Through this experience we demonstrated that conceptualized action can bridge the gap between two worlds which very often, deliberately or otherwise, have tended to ignore each other and can help work towards better social cohesion.”

By this experience, “Peace and Sport” proposes to federate the actions of Governments, International and National Sport Institutions, and International Companies, to develop Local Projects.

“Peace and Sport” has already received the essential support of partners in very precise domains:

- “Crans Montana Forum”, an international organization which collaborates daily with governments of the whole world and has assisted them to progress on the paths of international cooperation for the last 20 years.



- “World Olympians Association” which will assist “Peace and Sport” for its Local Projects by involving the Olympians to be used as role models in order to attract the kids with the programmes.

- “Jaguar Sports” which allows “Peace and Sport” to carry out these initiatives in the long term among other financial and logistics partners.

For more information please contact them by mail: contact@peace-sport.org

About Jaguar Sports

Jaguar Sports Corp. was founded on the principles of promoting World Peace through participation in sports and creating sustainable development in underdeveloped countries.

The Strategic Partners of Jaguar Sports include the World Centers for Compassion for Children International (WCCCI), whose mission is to create a strong political voice for children in areas of stress due to war, hunger or social, economic or political upheaval.

Nobel Peace Laureate Betty Williams, Founder of WCCCI says “we will fully support and help to develop the “Peace and Sport” initiative in cooperation with Jaguar Sports. We agree that sports are a positive influence on the lives of children and youth, and view it as a powerful tool in achieving worldwide peace and union among mankind.” WCCCI has agreed to lend the support of its leadership, which includes 10 Nobel Peace Laureates, among other world-renowned dignitaries in advising on Jaguar Sports “Walks for Peace” which are part of the “Peace and Sport” initiative.

Another Strategic Alliance of Jaguar Sports is the UNWTO ST-EP Foundation, which is part of the United Nations World Tourism Organization, whose purpose is the development of Sustainable Tourism and sport for the Elimination of Poverty.

“The industries of Sport and Tourism can become the motor for sustainable economic growth, the creation of employment and generation of revenues,” says Ambassador Dho Young Shim, chairman of the UN ST-EP Foundation, and board member of Jaguar Sports. “At the same time, they are activities that bring people together and contribute to greater understanding among cultures, greater tolerance and, ultimately, to world peace.”

The third Strategic Partner of Jaguar Sports is the Association of National Olympic Committees of Africa (ANOCA), the governing body for the 53 National Olympic Committees throughout Africa.

In addition to the strategic alliances mentioned above, Jaguar Sports also has plans to build a factory for sports gear and apparel using recyclable plastics in Malawi under the guidance of the Clinton-Hunter Development Initiative and has an exclusive merchandising contract with ANOCA which gives large percentages of the proceeds back to building African sports programs and supporting African humanitarian causes. The partnership agreement between Jaguar Sports and “Peace and Sport” is a further display of how the corporation is dedicated to uphold its founding principles.



For more information on Jaguar Sports Corp. visit www.jaguarsportscorp.com



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