

# NEWS RELEASE



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## Wiley X Europe announce strategic partnership with Danish football club



On April 1st 2011 Wiley X Europe signed a strategic partnership with the Danish football club FC Midtjylland. FC Midtjylland is one of the leading football clubs in the best Danish league, and they currently have the chance of playing in the final in the end of the season.

Wiley X chose FC Midtjylland because it is a promising club with a lot of potential, it has a unique and reputable talent academy, and it is based in the region of the Wiley X Europe headquarter.

The strategic partnership consists of exposure on and around the stadium through big screen advertising, illuminated signs and a couple of exciting news, which will be presented in May 2011. Stay tuned for more...!

Go to FC MIDTJYLLAND: [www.fcm.dk](http://www.fcm.dk)