



Official Partner 2008 – 2012

Media Release

Sally McLellan to be AXA's Ambassador

Wednesday 4th March, 2009.

As part of AXA's ongoing sponsorship of the Australian Olympic Team and Little Athletics, Sally McLellan, the exciting young Australian sprinter and hurdler, has agreed to be AXA's Ambassador

AXA General Manager Sales and Marketing, Adrian Emery said he was delighted to announce Sally's appointment as McLellan was one of the most talented young athletes in Australia.

"We all loved the way in which Sally represented our country at the Beijing Olympic Games. Her energy and raw reaction after securing the silver medal in the 100 metre hurdle final, was a moment most Australian's will savour for many years."

"Sally is one of Australia's great track and field hopes for next year's Commonwealth Games and, importantly will be working hard for the next three years to go one better in London for the 2012 Olympic Games."

"We hope our support can assist her in her preparation for this vital stage of her emerging career. This sponsorship is part of our Olympic commitment, which is a 5 year undertaking to support the Australian Olympic Team as well as being a major partner to Australian Little Athletics."

"Sally discovered and fostered her talent through Little Athletics and we are excited that she will be working with us and Little Athletics to help inspire our next generation of Olympic athletes," he said.

McLellan said she was excited to be entering the partnership with one of Australia's leading financial services organisations.

"During the course of my career, I've learnt how important coaching and advice is. In a different way, AXA also provides important advice and support to many Australian's. A good coach can make a big difference whether it be on the track or when seeking advice on money matters.

"I'm grateful for AXA's support and I'm also really excited they are involved with Little Aths. Some of my best memories stem from my time running around the tracks of Helensvale and Ashmore Little Athletics Clubs and I look forward to getting around the country to meet more kids who aspire to doing their best and representing Australia one day. "

"Hopefully by sharing my story and experience with them, I can help them achieve their goals," she said.

Australian Little Athletics Chief Executive Officer, Adam Wallish, said: "This is fantastic for Little Athletics; we're confident that Sally will help encourage more kids in our communities to get involved in athletic activities."



Official Partner 2008 – 2012

About AXA Asia Pacific Holdings

AXA Asia Pacific Holdings (AXA APH) is one of the leading wealth management, financial protection and financial advice companies in the Asia Pacific Region.

The Company was established as National Mutual in Australia in 1869. In 1995, the Company demutualised and AXA SA acquired 51%. The Company has expanded strongly and now has operations in Australia, New Zealand, Hong Kong, Singapore, Thailand, Indonesia, the Philippines, China, India and Malaysia.

Head office is based in Melbourne, where AXA APH has recently moved into a new building in the Docklands.

About Sally McLellan

Forty years after Maureen Caird and Pam Ryan won gold and silver medals in the 80 metres hurdles at Mexico City 1968, the 21-year-old Sally McLellan won Australia's next medal in the event, now over 100 metres, at Beijing 2008.

In McLellan's race, which was won by Dawn Harper of the United States in 12.54 seconds, the next five placegetters were separated by a total of 0.02 seconds. McLellan's dip-finish garnered her second place with a time of 12.64 whilst Bridgette Foster-Hylton (Jamaica), who finished sixth, was given a time of 12.66 seconds.

ABOUT Australian Little Athletics (ALA)

ALA provides leadership, guidance and strategic direction for the development of children of all abilities, by promoting positive attitudes and a healthy lifestyle through family and community involvement in sporting activities. ALA aims to develop and encourage our little athletes to grow into something bigger, something more - to strive for personal best.

Media contacts:

Sally will be available for interview today. To arrange an interview with Sally McLellan, contact Michael Zappone on 0434 182 345 or Robert Joske Management on 0412 211 510.

To contact Australian Little Athletics, please call Adam Wallish; 0488 343 699