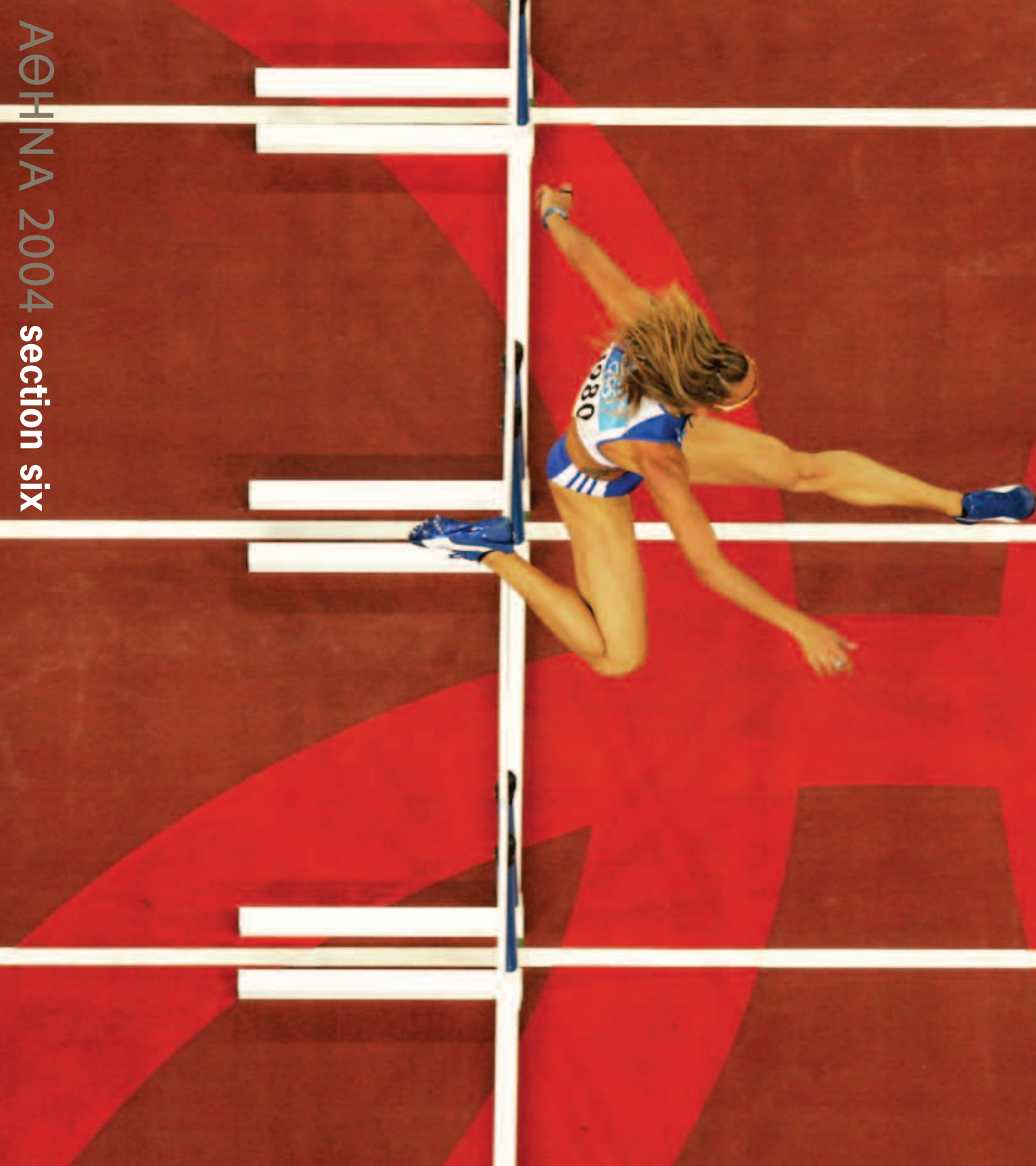


ATHENS 2004 MERCHANDISE

The Athens 2004 licensing programme was a tremendous success within Greece and around the world. The powerful programme offered a highly select group of licensees the opportunity to provide consumers with a wide range of merchandise designed to convey the image of Olympic Movement, express the core values of Athens 2004, and commemorate the Olympic Games experience.

Athens 2004 Olympic Games merchandise of high quality and modern design was produced and distributed by designated licensees appointed through tenders according to European Union regulations. The range of apparel, distinctive products and commemorative souvenirs was extremely popular among Greek consumers, international visitors and fans of the Olympic Games from around the world.

The Athens 2004 licensing programme included a select group of 19 domestic licensees, two international licensees and two sponsors that produced a range of approximately 4,000 distinct products that carried the Athens 2004 Olympic Games emblem, design elements, pictograms and mascots.



ATHENS 2004 LICENSING SUCCESS

In a nation of fewer than 11 million people, the Athens 2004 Olympic Games licensing programme generated retail sales of more than 530.2 million. More than 120% of the forecasted wholesale and respective revenues were achieved during the first phase of the programme. The programme is ultimately expected to generate royalty revenue of 86 million — 26% higher than the original revenue target — providing substantial support for the Greek Olympic team and the staging of the Athens 2004 Olympic Games.

Athens 2004 Olympic merchandise was available at more than 10,000 points of sale within Greece alone. Through an international licensing programme, official Athens 2004 merchandise was also made available in Belgium, Cyprus, Canada, Japan, Switzerland and the United States. ATHOC also established licensing agreements with the National Olympic Committees in 13 countries.

Athens 2004 Licensing Facts

Number of Athens 2004 Products on Market	4,000
Points of Sale Within Greece	10,000
Total Retail Turnover of Athens 2004 Merchandise	530.2 million
Actual Athens 2004 Licensing Revenue Total	86 million (projected)*
Number of Domestic Licensees Producing Athens 2004 Merchandise	19
International Licensees Producing Athens 2004 Merchandise	EMI, ISM
Sponsors Producing Athens 2004 Merchandise	Elta, Swatch




* At the time this report was published, the final Athens 2004 licensing revenue figure had not been determined.

Athens 2004 Licensing: Development & Management

Athens 2004 developed and managed the licensing programme effectively to provide powerful business opportunities for licensees, to steadily introduce new products into the marketplace, and to gradually build consumer interest in official Olympic Games merchandise in the years leading up to the Games.



The fundamental management goals of the Athens 2004 licensing programme were:

-  To establish associations with a select group of licensees to ensure quality products and to ease the process of managing the programme
-  To encourage domestic sponsors to purchase premium products from the official licensees
-  To manage the programme effectively to avoid conflicts among licensees

With the launch of the Athens 2004 marketing programme in May 2000, ATHOC created a powerful licensing programme that would be developed over a series of phases through the lead up to the Olympic Games.

During the first phase of the Athens 2004 licensing programme, ATHOC contracted a select group of licensees to produce and distribute official merchandise in seven categories through December 2001. For the second phase of the programme, a bidding tender was proclaimed in May 2001 for additional categories of Olympic Games products and merchandise to cover the period 2002 – 2004. More than 1,085 copies of the tender were distributed to domestic Greek companies. This fact testifies not only to the extensive interest of the business community in producing and distributing Olympic products, but also to the highly selective nature of the programme, which ultimately allowed participation from 19 domestic licensees, two international licensees, and two sponsors across 37 product categories.





In developing the Olympic Games licensing programme, Athens 2004 placed special emphasis on respect for the environment — one of the cornerstones of the Athens 2004 Olympic Games — to heighten public awareness of Athens 2004 environmental initiatives and to highlight the importance of a clean and healthy natural environment.



The Olympic Stores







The success of the Athens 2004 Olympic Games licensing programme was bolstered by the strategic placement and effective management of Olympic Stores. First created for the Sydney 2000 Olympic Games licensing programme, Olympic Stores have come to play an increasingly important role in providing consumers with Olympic Games merchandise.

The fundamental goals of the Athens 2004 Olympic Stores were:





-  To promote the Athens 2004 Olympic Games to Greek and foreign visitors
-  To create and maintain consumer interest in Olympic products
-  To generate revenue to support the Greek Olympic team and the staging of the Athens 2004 Olympic Games
-  To support the visual identity of Athens 2004 and the core values upon which it is based

The major achievement of the Athens 2004 Olympic Stores was providing the Greek people, international visitors, and Olympic spectators with a powerful opportunity to choose souvenirs of their Olympic Games experience in a unique and convenient setting dedicated to offering the full range of official products commemorating the Athens 2004 Olympic Games.

Athens 2004 featured six official Olympic Stores in Greece, as well as the staff store at ATHOC headquarters and the Athens 2004 Superstore in the Athens Olympic Sports Complex:

-  The first Olympic Store in Greece opened in the departure area of the new Athens International Airport in March 2001.
-  The second Olympic Store opened in April 2002 in the Notos Galleries department store in central Athens.
-  The third Olympic Store opened at the Athens International Airport, beyond the boarding card checkpoint, in December 2002.
-  The fourth Olympic Store opened in the heart of Plaka, a popular neighborhood in the centre of Athens, in April 2003.
-  The fifth Olympic Store in Athens opened in May 2003 on Korai Square in downtown Athens.
-  The sixth Olympic Store — the largest-ever Olympic Store in a commercial area, with 700 square metres of space — opened in the centre of Athens at Ermou Street in April 2004.
-  On the day of the Opening Ceremony, the Athens 2004 Superstore opened within the Athens Olympic Sports Complex.

Four Athens 2004 Olympic Stores were established abroad:

-  The Athens 2004 – U.S. Olympic Committee store in Orlando, Florida (USA)
-  The Athens 2004 store in Canada
-  The Athens 2004 Olympic store at the Zurich Airport in Switzerland
-  The Athens 2004 Olympic store at the Olympic Museum in Lausanne, Switzerland

HIGHLIGHTS: ATHENS 2004 COMMEMORATIVE SERIES

Athens 2004 Coins

Athens 2004 continued a long tradition in the Olympic Movement by creating a numismatic programme to introduce various series of Olympic coins. Beginning in December 2000, working in cooperation with the Greek Ministry of Finance and the Bank of Greece, Athens 2004 issued commemorative Olympic coins including the last 500-drachma coins issued before the drachma gave way to the Euro, the first-ever series of Olympic Euro coins, a special 2 Olympic coin, and a series of gold and silver coins to commemorate the first global Olympic torch relay in history.



Athens 2004 commemorative coins were distributed in 22 countries.



24 million 500-drachma Olympic coins were issued into circulation.



Six series of three Olympic coins (one gold, two silver) were issued quarterly over 2003 and 2004, with the gold coins drawing their themes from Greek civilisation and the silver coins drawing their themes from sport.



The 2 Olympic coin, like all other Euro coins, was a valid means of transaction.



10,000 numbered collections of two gold and four silver coins commemorated the Athens 2004 Olympic Torch Relay, with the first gold coin honouring the lighting of the Olympic flame in Olympia, the second gold coin commemorating the lighting of the Olympic cauldron at the Athens Olympic Stadium, and the four silver coins illustrating the passing of the Olympic flame from Europe to the other four continents on the Olympic torch relay route.

Athens 2004 Stamps

Athens 2004 launched an Olympic philatelic programme in November 2000 in cooperation with Elta, the Hellenic Post, to continue the longstanding tradition of commemorative Olympic stamps. A series of six non-royalty-bearing stamps were issued to commemorate the Athens 2004 Olympic Games, with new stamp designs released each year up to the commencement of the Games.

Athens 2004 Pins

Athens 2004 Olympic pins drew their subjects from a variety of design themes such as the Athens 2004 emblem, mascots, Olympic values, sports, and a wide range of other design themes. Created by Athens 2004 licensee Efsimon Sylloges SA, each Olympic pin indicated the number of pins produced in that particular design to convey the pin's rarity and value. Athens 2004 pin series included the highly popular countdown series, which entered circulation on key milestone dates in the years, months, weeks and days leading up to the Athens 2004 Olympic Games.

Athens 2004 Posters

Twelve distinguished Greek painters created unique Athens 2004 Olympic posters with art that interpreted the Olympic ideals. Each poster in the series contributed to the dissemination of the universal message of the Athens 2004 Olympic Games. The posters were made available in Greek and English languages and in 1,300 numbered prints, sized 48 x 69 cm.

Athens 2004 Music Albums

Athens 2004 made three official music albums available, featuring contributions of renowned Greek and international musicians. Entitled "Phos" (Light), "Unity" and "Harmony," each album captured a musical interpretation of the spirit of the Athens 2004 Olympic Games. "Phos," featuring 18 songs by Mikis Theodorakis, represented the spirit of Greece and conveyed the universal Olympic ideals that originated in there. "Unity" brought together musicians of different cultures, languages and religions to create a multicultural blend of music in a spirit of peace and friendship. "Harmony" offered a collection of classic melodies that conveyed the spirit of the Olympic Games by featuring a range of the music from artists of international origin.

