

Bravofly new main sponsor of the Football Club Lugano

Amsterdam / Chiasso, July 15, 2015 - lastminute.com group, European leader in the online travel and leisure industry, will be the new main sponsor of **Football Club Lugano** with its historic brand **Bravofly** for the upcoming 2015/2016 season. After 13 years of trying, this May in Biel, FC Lugano has regained promotion back into the premier Swiss "Raiffeisen Super League".

Based in Switzerland for nine years, Bravofly shows strong commitment, supporting and promoting the Swiss sport on an international level. Intention is to enhance and further strengthen the links in the area of adoption that has already seen the Group (formerly Bravofly Rumbo Group, now lastminute.com group) grow into its current size, via the IPO and the recent acquisition of the iconic brand lastminute.com.

Along with the sponsorship of the brand lastminute.com at the Wimbledon Championships, and in particular of some athletes including the legendary Swiss tennis player Martina Hingis, the partnership **Bravofly - FC Lugano** fully reflects the philosophy of the Group which has always been committed to supporting and promoting the positive values of sports; team spirit, determination and commitment to excellence as well as the passion to face new challenges are all common elements that the company has adhered to since its establishment.

"We are proud to announce this partnership with Football Club Lugano", said **Fabio Cannavale, Chairman and founder of [lastminute.com group](http://lastminute.com)**. "Being able to put our logo on the shirts of the team is a great opportunity for us to emphasize our closeness to the values of sport and have our presence in the region being recognised — a region which has adopted our company and which we'll continue to support through a series of social, cultural and entrepreneurial initiatives."

For its part, the **president of FC Lugano Angelo Renzetti** expressed satisfaction with the sponsorship agreement: "We are pleased and proud to bring the name of a football club that has won three league titles and as many Swiss cups together with an extremely dynamic company, which is constantly growing and advocates positive values similar to ours. We are confident that the cooperation will be fruitful for both sides."

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About [lastminute.com group](#)

As European leader in the online travel and leisure industry, lastminute.com group aims to be a smart travel provider by leveraging technology to simplify the life of travellers. Across its portfolio of well known brands such as lastminute.com, Bravofly, Rumbo, Volagratis and Jectcost, customers find an extensive offering for all their needs: they can search, book and manage flights, hotels, holidays, city breaks, cruises, car hire as well as other travel and leisure related products. Through websites and mobile apps in 15 languages and across 35 countries more than 10 million customers book their travel and leisure experiences every year. [lastminute.com NV](#) is a publicly traded company listed under the ticker symbol LMN on SIX Swiss Exchange.

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