

Bulls Announce 7-Year Partnership With Cinkciarz.pl

Announcement Marks Team's First Global Partnership

October 5, 2016 - The Chicago Bulls today announced a new, long-term partnership with Cinkciarz.pl (pronounced CH-INK-CHASH), one of the fastest growing companies in Europe. Since 2010 the company has been successfully functioning on the financial technology market. The services of the leading online currency exchange company can be used by companies and institutions as well as individual clients. The company is a member of the SWIFT organization, which includes the largest banks and financial institutions in the world.

The agreement between the Polish company and the Bulls marks the team's first global partnership. Cinkciarz.pl will serve as the Official Foreign Currency Exchange of the Chicago Bulls and also hold the title of Official Partner of the Chicago Bulls. Financial terms of the agreement were not disclosed.

Last month, Cinkciarz.pl announced the opening of its first North American office, which will be located on Chicago's famous Michigan Avenue. The office will open in 2016.

” *The Chicago Bulls are honored to welcome Cinkciarz.pl to Chicago and into the Bulls family. This partnership marks the Bulls' first international business relationship and is a significant step forward in our long-term strategy for business growth. The Bulls are fortunate to have a strong global fan base, and we are excited to be able to join with an industry leader in Cinkciarz.pl to engage fans both in the United States and around the world*

- said Michael Reinsdorf, President and COO, Chicago Bulls.

” *This is a historic moment for Polish business. We are the first European-based company to partner with the Chicago Bulls. The Chicago Bulls represent American history. The team is a pop culture icon, a symbol of success and reflects the spirit of sports competition. We share common values. These are: persistence, diligence and engagement. This is why the relationship of Cinkciarz.pl, the most ambitious European financial technology company, and the legendary NBA team will succeed*

- said Marcin Pioro, CEO, Cinkciarz.pl.

Cinkciarz.pl will be the presenting partner of the three Bulls game-related video features that are posted on team social media channels and website for each pre-season and regular season home game: BullsTV Game Preview, BullsTV Recap, and Inside the Locker Room. Cinkciarz.pl will also be the presenting partner of the team's roster page on both Bulls.com and the Bulls mobile app. The Bulls' website ranks among the top three in the NBA with more than 3 million visits per month, and the team has more than 21 million social media followers.

The Bulls and Cinkciarz.pl will also host a digital sweepstakes each season where one Chicago-based fan will win an all-expenses paid trip for two to Europe, where they will enjoy sightseeing and attend a Polish sporting event.

The Bulls and Cinkciarz.pl will annually conduct basketball programming that reaches children in Chicago's Polish community. Chicago has the largest Polish community outside of Poland. The number of Americans of Polish descent in the state of Illinois stands at 1 million, and the Midwest region has 3.2 million Americans who trace their ancestry back to Poland. Program details will be announced during the 2015-16 regular season.

Cinkciarz.pl will receive an array of other marketing assets each season, including courtside signage, a pregame videoboard feature, LED ring signage, game program advertising, a promotional night, and hospitality.

Cinkciarz.pl will be introducing its services as Conotoxia in the international markets outside of the eurozone. The first promotional actions will start in the US, with the recent announcement of their first North American location at 401 North Michigan Avenue opening in 2016. The company will offer the same services that Cinkciarz.pl offers, including currency exchange services. Cinkciarz.pl and Conotoxia will be functioning alongside each other and the visual identity will remain the same. The logo, colors, and layout are identical.

The six-time world champion Chicago Bulls are members of the National Basketball Association (NBA). The team is celebrating its 50th season in 2015-16, and marking its 21st season playing in the United Center, which has hosted more than 40 million people since its opening in 1994. An iconic sports brand, the Bulls have more than 93 million fans worldwide, and annually share live game action around the globe with more than 20 Bulls game broadcasts reaching international audiences during the 2014-15 season. The NBA is a significant global brand, ranking as the #1 U.S. sports league in an 18-country international study, and receiving more than 765 million likes and followers worldwide across the league's social media platforms.