

WINMAU[®] ENGLAND

*Winmau[®] sign
Darts Champion
& TV Star
Andy Fordham*



Winmau[®] has announced that it has signed a contract with one of the most popular personalities in darts, Andy Fordham. Andy has become a major TV celebrity since being seen by 4.6 million BBC viewers when he was crowned the BDO's 2004 Lakeside World Professional Darts Champion.

Andy's undoubted darting talent and larger than life appeal has seen him star in this year's top-rating 'Celebrity Fit Club' and he has made guest appearances on countless TV shows, including 'Ant & Dec's Saturday Night Takeaway', 'A Question Of Sport', Sky TV's 'Brainiac', ITV's 'The Paul O'Grady Show' and many more.

On Saturday, October 22nd he joined the hugely popular Ant & Dec in a superb version of ITV's 'Bullseye', which was played on the Winmau[®] Blade™ Dartboard and watched by over 8.5 million viewers.

There are a whole range of guest appearances coming up which include 'Ready Steady Joe' with 'King of The Jungle' Joe Pasquale, 'Titti-Titti-Bang-Bang' for comedians Vic Reeves and Bob Mortimer's production company 'Pet Productions', as well as a one off special of 'Celebrity Fit Club', 'Through the Key Hole' and a guest appearance on 'They think it's all over'.

Andy has also become a favourite of the Celebs. Dave Richards, Andy's Manager, said "One of his biggest surprises came in the after show party of 'Ant & Dec's The Price Is Right' when singer Robbie Williams and Andy became instant friends. It is also rumoured that Oasis star Liam Gallagher was very disappointed at not meeting Andy when he had to

cancel his 'Hells Kitchen' appearance earlier in the year. "I wouldn't be surprised to see both of them at The Lakeside World Championships in January, because in addition to being huge Andy Fordham fans, they love their darts – and so do Ant & Dec. We could be having a showbiz party of our own during the 2006 Lakeside World Pro!"

Andy said, "Having used Winmau[®] dartboards for many years, both in my pub and at major tournaments, I'm absolutely over the moon with this new deal, and signing with Winmau[®] is another major step towards me regaining the World Title."

Winmau[®] has provided Andy with a total new armoury of equipment, including precision dart sets manufactured from the latest "Military Grade" tungsten alloy. Winmau[®] will launch several great additions to the range in 2006, including a Limited Edition Andy Fordham Blade III™ and a range of Viking Raiders[®] tungsten dart sets.

This exclusive first class darts range is specially designed with Andy Fordham in Winmau[®]'s Research and Development Division, the source of many innovative breakthroughs such as the Blade III™.

Ian Flack, Winmau[®]'s Sales and Marketing Director, said: "This contract is recognition for the role Andy plays in the game of Darts. Although Andy's celebrity status has grown hugely in the last couple of years, he is one constant that the darts fans can rely on. Andy's commitment to darts is of the highest standard and with his outstanding levels of performance Andy can be confident of our full backing in striving to achieve both his darting and personal goals".