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PRESS RELEASE

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BECOME ONE IN A MILLION

- Dive in with Speedo and sign up for World Swim against Malaria-

5th March 2008: Speedo International and Supermodel, Alek Wek, have joined forces to promote World Swim against Malaria, a global fundraising initiative which aims to get one million people, around the world, swimming on the 5 April 2008.

Globally, at least 1.5 million people die from malaria each year, some put the estimates as high as 2.7 million. 90% of the deaths are in sub-Saharan Africa and 70% of the deaths are of children under 5. That's equivalent to one child dying of malaria in Africa every 30 seconds. Put another way, 7 jumbo jets full of children disappear because of malaria every day.

Renowned photographer, Daniela Federici, has produced a powerful image of Sudanese-born Alek wearing Speedo's bold World Swim against Malaria swimsuit to encourage people to come together and swim, any distance, on the 5 April 2008.

In order to take part, all you have to do is register online at www.worldswimagainstmalaria.com/speedo and pay a one-off registration fee of \$5. Each \$5 donation will buy a much needed bednet (mosquito net) impregnated with insecticide; the protection these bednets offer is the most effective way of stopping people contracting malaria. Once you have registered, you can also set up sponsorship to raise more money and buy more bednets!

As well as encouraging participation, Speedo has created a special range of limited edition World Swim against Malaria products. Available in adult and junior sizes the range includes bright, vibrant

swim pieces and eye-catching graphic T-shirts. For every piece purchased from the range, Speedo will donate one bednet to the Against Malaria Foundation (AMF).

Growing up in Sudan, Supermodel Alek Wek has witnessed the impact of malaria first hand “Growing up in Sudan, I like so many others, contracted Malaria as a child. Having seen and experienced the devastating effects of this disease I was passionate to get behind Speedo World Swim against Malaria. We want to get 1 million people swimming worldwide by April 5th and I urge people to take part as this is such a simple, healthy way to save lives.”

David Robinson, co-President at Speedo comments “Speedo supports the World Swim against Malaria initiative because 100% of all money raised goes to saving lives. Swimming is an accessible and fun way to raise money to help fight Malaria and we’re delighted that Alek is working with us to promote this campaign. Speedo employees worldwide will be getting in the pool to raise as much money as possible and we hope through everyone’s efforts we will highlight this very important cause.”

For more information and to register to take part, visit www.worldswimagainstmalaria.com/speedo

- Ends -

Notes to Editors

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About Speedo®

Synonymous with swimwear, the iconic brand celebrates 80 years of dominance creating revolutionary new technologies, designs and innovations. In the 1920s Speedo made history with the Racerback: the world’s first non-wool suit. In 2008 Speedo redefines swimwear again with Fastskin® LZR RACER® - the fastest and most technologically advanced swimsuit ever created; meanwhile designer collaborations with Comme des Garçons put Speedo® at the cutting edge of design. As the world’s leading swimwear brand, Speedo is passionate about life in and around the water, supporting swimming from beginners through to elite level, including the phenomenal Michael Phelps. Speedo® is owned by Pentland Brands and distributed in over 170 countries around the world; to find out more visit: www.speedo.com. SPEEDO, the ARROW device, LZR

PULSE and LZR RACER are registered trade marks of Speedo Holdings B.V. The LZR RACER suit has worldwide design rights and patents pending.

About Against Malaria Foundation (AMF)

The [Against Malaria Foundation](#) is an organisation dedicated to empowering ordinary citizens to take responsibility for eradicating Malaria - a disease that causes 3 million preventable deaths a year. Malaria, unlike many other health issues which affect the developing world, is relatively easy to fix. Yet despite this the governments of the world have not been able to marshal the necessary resources and support. That is why we believe it is necessary to step in where governments have failed. We have a simple promise: all of the money raised by individuals buys bed nets, these nets will end up over beds and we can show where all of the nets go.

Daniela Federici

For further details about Daniela Federici visit <http://www.danielafederici.com>