

PRESS RELEASE

The Confederation of North, Central America
and Caribbean Association Football.



TIGO Announced as Title Sponsor of Central American Cup 2014 USA

Guatemala City, Guatemala (Tuesday, August 19, 2014) – The Central American Football Union (UNCAF) announced Tigo as the title sponsor of the Central American Cup, which will take place in the United States in 2014 from September 3-13, 2014.

The sponsorship deal, which will include Tigo branding and cross-marketing opportunities throughout the 10-day event, to be played in cities across the United States, represents a landmark partnership for the first-ever Central American Cup to be disputed in the U.S. "We are happy to have formed this commercial alliance with one of America's biggest and strongest communications companies, one which has supported sport in the region for many years," said Rafael Tinoco, President of UNCAF. "This agreement creates great potential for the event."

The Central American Cup Tigo 2014 USA kicks off on September 3 in Washington, DC, before moving on to Dallas and Houston. The final, as well as third- and fifth place matches, will be played on Saturday, September 13, at the historic Los Angeles Memorial Coliseum.

This unique event also kicks off the four-year World Cup cycle for the seven Central American national teams, as each begins the quest to qualify for the 2015 CONCACAF Gold Cup and the Centennial Cup America 2016. In addition to providing a series of berths in important upcoming international tournaments, the Central American Cup Tigo 2014 USA will serve to celebrate the upcoming 25th anniversary of UNCAF.

"Tigo is a brand that gives you reasons to smile, which is why we're very proud to be part of this event -- coming to the United States for the first time -- supporting sport and bringing families closer together through passion for football," said Estuardo Figueroa, Millicom International Markets Manager.

The Central American Cup Tigo 2014 USA will decide Central America's representatives in the 2015 CONCACAF Gold Cup, which determines the champion of North America, Central America and the Caribbean.

The champion of the Central American Cup Tigo 2014 will be awarded a direct berth to the recently-announced Centennial Cup America 2016, to be played in cities across the United States in two years' time. The Centennial Cup America 2016 – the hundredth anniversary edition of the prestigious South American championship – will feature six CONCACAF nations in addition to a full field of ten South American participants.

The Central American Cup has been contested since 1991 and involves the seven UNCAF member nations. The twelve previous tournaments have been previously hosted in Costa Rica, El Salvador, Guatemala, Honduras and Panama.

The current Central American Cup champion, 2014 FIFA World Cup quarterfinalist Costa Rica,

leads the region with seven regional titles, followed by Honduras (3), and Guatemala and Panama, each with one. Belize, El Salvador and Nicaragua, all in hopes of their first title, round out the seven-team field.

The September match dates have been selected to largely coordinate with FIFA-denominated international match window, enhancing chances for teams to play the tournament with their "A" teams.

The Organizing Committee for the event is headed by CONCACAF and Soccer United Marketing. Sponsorship rights are being managed jointly by Imagina USA and Traffic USA.