

MTN sponsorship to boost SA sports development

MTN South Africa is the new 2007 joint sponsor of the Pro Team cycling team, which is currently sponsored by Microsoft exclusively till the end of 2006. In 2007 the Pro Team will be jointly sponsored by MTN and Microsoft, and will be known as the MTN Microsoft Cycling Team, and as the MTN Cycling Team in 2008. "South Africa is a keen sporting nation and we believe involvement in sport adds value to our customers beyond our services," says Bernice Samuels, GM, strategy and marketing for MTN South Africa.

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