

Media Release



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ICC Cricket World Cup 2007 success for Cleanevent!!

As the final days of planning are fast approaching Cleanevent in Doha for the upcoming 2006 Asian games, we are proud to formally announce our success of being appointed to provide cleaning and management services to the **ICC Cricket World Cup 2007 (ICC CWC 2007) in the West Indies**.

The event in March and April of 2007 to be hosted across nine countries throughout the Caribbean, comprising 67 matches including warm up and tournament matches along with the opening ceremony in 12 venues and is a significant milestone in the impressive history of this Australian founded business.

"This is an important deployment for the team here at Cleanevent, our first in the Caribbean geographic, and our first major event of full "World Cup Status".

Said Craig Lovett, Executive Director and Founder of the Cleanevent Group,

"It is a significant deployment that will be strategically challenging due to the spread of venues and geographic locales. This project will commence immediately."

Darren Carter, (long term Cleanevent team member and past COO of Cleanevent's Australian operations) will take up the role as Project Manager for this deployment. Darren's extensive project planning and management experience from a myriad of major events including Atlanta 1996, Sydney 2000, Athens 2004 Olympic games as well the Salt Lake city 2002 winter games, and the Commonwealth Games of Manchester 2002 and Melbourne 2006 made him an easy choice for this complex world scale event.

On the appointment of Cleanevent, Nigel Rushman, Event Director, ICC CWC 2007 and Managing Director of Rushmans Ltd. said.

"It is outstanding to have a company like Cleanevent on board for this challenge. Their experience speaks for itself and the capability and depth of Major event knowledge of the management team has already been noted by the team at Cricket World Cup. I look forward to working closely with Craig, Darren and the team"

Steven Webber, 16 years veteran of Cleanevent will immediately assume the role of COO Cleanevent Australia, and has commenced a transition with Darren. Steven's experience almost mirrors his predecessor with vast operational experience with no less than 4 Olympic Games under his belt, and a passionate understanding of the Australian venue and event sector. Steven is well known to this position as he has previously filled the role prior to a 2 years deployment in Athens.

The Cleanevent group has been on the look out for a catalyst to commence operations in a World Cup event and the success of CWC 2007 will allow a significant business growth platform for other World Cup events.

"This win will allow us to explore the options within World Cup Events. We will have vast knowledge of how these events work and we will be able to apply that to expand into re areas of business; it is very exciting to think we are on the doorstep of opening into another horizon" Lovett said.

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