

# PRESS RELEASE



## PREMIER LEAGUE SEIZE COUNTERFEIT GOODS

16 January 2008

As part of their new Anti-Counterfeiting Programme (ACP), the Premier League, alongside a team from Westminster Trading Standards, recently carried out raids at a number of retailers in central London seizing counterfeit merchandise in the process.

The retailers were targeted following intelligence work carried out initially by Manchester United, and followed on in partnership with the ACP, leading to goods with a street value of approximately £50,000 being seized. Along with counterfeit shirts, a host of different merchandise was seized including scarves, drinks bottles and wallets.

The presence of several Premier League clubs, as well as the FA, was invaluable in identifying the infringing items, as increasingly counterfeit shirts and other merchandise are of such a high standard that it can be difficult to distinguish between genuine and counterfeit items. In several cases the shops targeted by the raids were mixing in counterfeit shirts with genuine shirts, and then selling the goods on at close to genuine retail prices.

The next step for the ACP will be to investigate suppliers, distributors and importers of counterfeit merchandise. These raids are the beginning of an organised effort to halt the flow of counterfeit football merchandise. Further raids will continue, in conjunction with both Trading Standards and the Police.

If any retailers or members of the public suspect counterfeit football products are being sold, they should contact the Premier League or the relevant Clubs.

ENDS

For further information please contact the Premier League press office on 0207 864 9190

### Notes to editors

1. The Premier League's ACP was formed at the beginning of the season and is managed by the IP Crime Unit based in Cheshire. The ACP's investigatory team is being led by Graham Norris, a police trained financial investigator who had previously run the Lancashire Police Fraud Squad for over a decade.

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