

The Pride of Lions...

ICE cool action and warm hospitality have combined to make the sponsorship of Lee Valley Lions a huge success which is set to continue into the 1991-92 season.

The sponsorship has provided British Engine with a unique opportunity for entertaining clients, brokers and staff

by introducing them to the fast-moving thrills of ice-hockey.

They've been welcomed at ice-rinks across the country as the Lions travelled to take on opponents in the Heineken League Division 1. After matches and refreshments, guests have also been given the opportunity to relive their child-

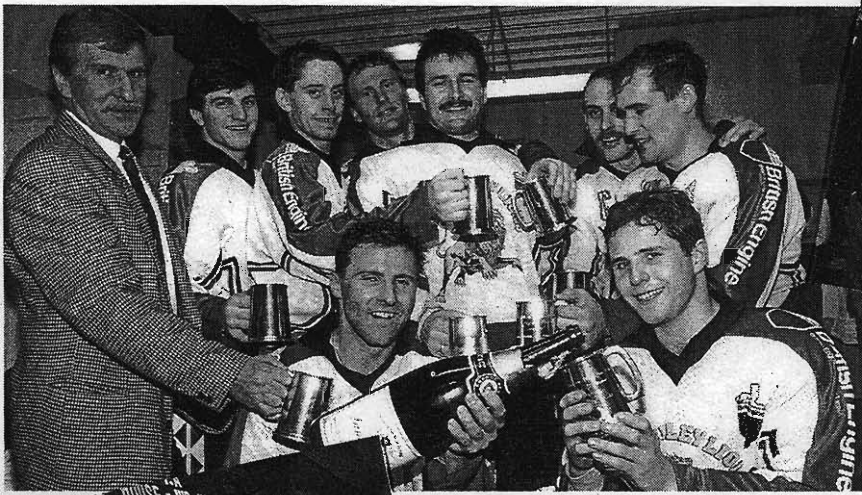
hood, or enjoy a new experience, by taking to the ice.

The success of the hospitality is not just measured in the smiles and cheers on the night; regional managers have received many letters of thanks from guests.

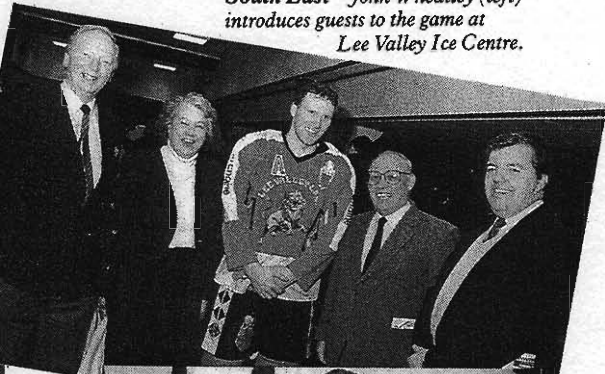
After a tough season of around 60 games, Lee Valley

Lions' newly reconstituted young team found themselves at the wrong end of the league table. However, they avoided relegation with an unbeaten record in the final play-offs to guarantee their place in Division 1 when the new season begins in September.

Champagne corks pop as Lee Valley Lions celebrate an unbeaten run in the end of season play-offs following victory over Glasgow.



South East - John Wheatley (left) introduces guests to the game at Lee Valley Ice Centre.



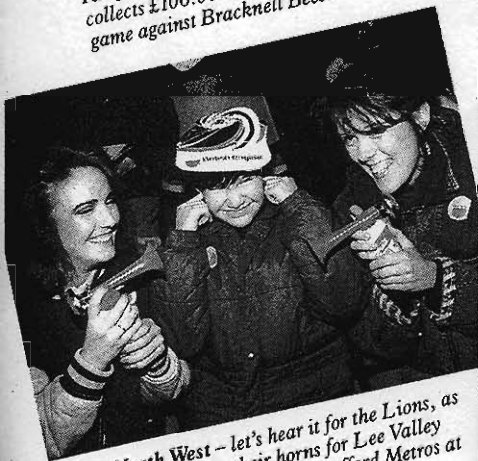
Scotland - Lorna Irvine from the Glasgow office meets Lions players Adam Goldstone and Randy Oswald in the dressing room after the match with Glasgow Saints.



South East - Senior Account Handler Jackie Knight from James Hallam Insurance Brokers collects £106.00 in the Lions' lottery at a home game against Bracknell Bees.



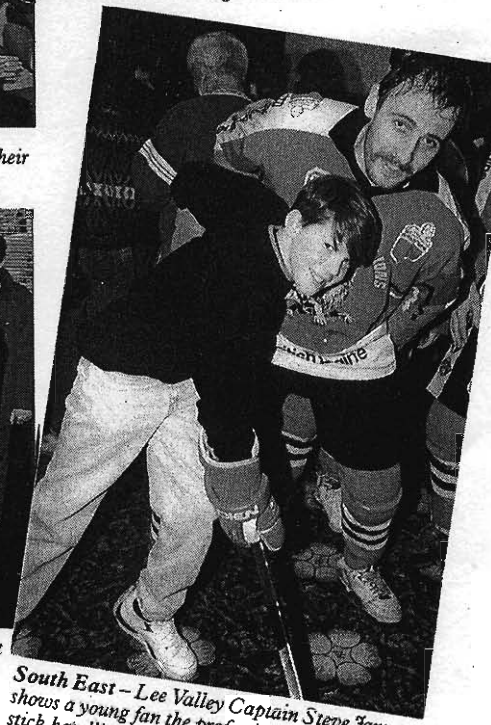
North East - GOAL! And staff and guests from the Region show their delight in a storm of cheers and applause.



North West - let's hear it for the Lions, as the staff blow their horns for Lee Valley during their visit to the Trafford Metros at Altrincham.



Midlands and West - John Wild is pictured with guests and staff at the match when Lee Valley took on the Telford Tigers.



South East - Lee Valley Captain Steve James shows a young fan the professional touch in stick handling.