

Arsenal



AC Milan



Celtic



Olympique  
Lyonnais



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Cup



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2010

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In the three previous Emirates Cups the Club have sold in excess of 100,000 programmes in total

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SATURDAY, JULY 31, 2010

\*Celtic v Olympique Lyonnais, k/o 2pm \*Arsenal v AC Milan, k/o 4.20pm

SUNDAY, AUGUST 1, 2010

\*AC Milan v Olympique Lyonnais, k/o 2pm \*Arsenal v Celtic, k/o 4.20pm

Trophy lift – approximately 6.15pm



# Emirates Cup

Established as one of the world's most prestigious pre-season tournaments, Arsenal Football Club are proud to welcome you to the fourth Emirates Cup

This year AC Milan, Celtic and Olympique Lyonnais join the list of premier teams to take part. The competition has previously featured Paris St Germain (twice), Valencia, Inter Milan, Hamburg, Real Madrid, Atletico Madrid, Rangers and of course the ever-present Arsenal.

The Gunners are the proud holders of the tournament following victories last year against both Rangers and Atletico Madrid and they also won the inaugural tournament – Hamburg triumphed in 2008. One of the reasons the Emirates Cup has become so popular as a spectacle is the emphasis on attacking play, inspired by the tournament's imaginative rules.

As previously, the competition will adopt a league format, with four matches in total being played. The team with the highest number of points at the competition's conclusion will take home the trophy – with three points awarded for a win, one for a draw and an additional point per goal scored. So goals are at a premium and last season the organising committee – including Arsène Wenger – chose to embrace a

ruling encouraging attacking intent even further. Now, if two teams finish level on points in the competition, the team that has amassed more shots on target over the two days will prevail.

All other rules remain in tune with previous seasons. If a player is sent off on day one he will be suspended for day two. Each team may name 11 substitutes per match, with six allowed to be used. And in the spirit of fair play, the teams will line up to greet each other prior to each match.

The winners of the trophy this year will be presented with the silverware – made by Fattorini and son, makers of the FA Cup – by Tim Clark, President of Emirates Airlines.

Finally, we hope you thoroughly enjoy this souvenir programme. We have a few more pages for you to pour over this year and plenty of interviews and features to digest – if you manage to read every word you'll certainly be an authority on the four protagonists on show this season.

So now to the football and let's hope Emirates Stadium's first date of season 2010/2011 is a memorable spectacle – we're sure it will be. ■

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**league champions** 1931, 1933, 1934, 1935, 1938, 1948, 1953, 1971, 1989, 1991, 1998, 2002, 2004

**fa cup winners** 1930, 1936, 1950, 1971, 1979, 1993, 1998, 2002, 2003, 2005

**community shield winners** 1930, 1931, 1933, 1934, 1938, 1948, 1953, 1991 (shared), 1998, 1999, 2002, 2004

**league cup winners** 1987, 1993

**european fairs cup winners** 1970

**european cup winners cup winners** 1994

**fa youth cup winners** 1966, 1971, 1988, 1994, 2000, 2001, 2009

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# WIN!

## EVERY SHIRT-SIGNED!

Turn to the back page for your opportunity to win a signed shirt from all four teams.

Emirates Stadium was designed by HOK Sport, who were also the architects of The English National Stadium Wembley, Royal Ascot Racecourse and Wimbledon's Centre Court



# Welcome

The men in charge of the four participants of the 2010 Emirates Cup – the fourth edition of the tournament – preview the weekend's action

## **Peter Hill-Wood** **Chairman, Arsenal FC**

I have enormous pleasure in welcoming our visitors, AC Milan, Celtic and Olympique Lyonnais, along with those connected with them, to Emirates Stadium for a weekend we have all been looking forward to for some time.

We are proud that this tournament, now in its fourth year, has become something of an institution so quickly. The level of support it has received, in previous years as well as this, has been remarkable and we have been very fortunate to welcome top-quality visitors on each occasion – which was evident in the level of entertainment last year, when Arsenal won entertaining games against Rangers and Atletico Madrid to take the trophy.

Retaining the title will be difficult this year, with such a high pedigree of opposition. First of all, we are delighted to see AC Milan back in north London, having previously welcomed them to our home two and a half years ago in the Champions League. That was a tense, tight encounter against a side packed with leading internationals – with the real drama saved for the second leg in the San Siro, where we made history by winning 2-0. Casting an eye over this weekend's 'Rossoneri' lineup, several faces remain that might fancy settling a score or two – and we could also welcome back our old colleague, Mathieu Flamini.

We are well-acquainted with Celtic, too, having contested a feisty pair of Champions League qualifiers with them last August. It is a pleasure to welcome them back once more

– and, as we also found with their neighbours Rangers this time last year, their many loyal supporters are bound to play a big part in making this weekend a memorable one.

Celtic have a dynamic young manager in Neil Lennon, and some exciting signings from the recent World Cup – we expect a highly competitive couple of showings from them as they prepare to battle once more for Scottish supremacy in the coming season.

It is a great honour to welcome Olympique Lyonnais, one of Europe's most progressive football clubs, to Emirates Stadium for the very first time. Their brilliant win over Real Madrid was one of the stories of last season's

**Seeing the team step out on their home turf provides a unique buzz**



Champions League, and a glance through their squad certainly shows the breadth of quality they possess. The French league has shown great competitive depth over the last couple of years, and we expect Lyon to give it a glowing reference here in north London.

Additionally, we will be delighted to see another good friend of ours. The great success of Olympique Lyonnais over the last decade has been strongly influenced by Remi Garde, their Technical Director, who, of course was an Arsenal player, arriving with Patrick Vieira in 1996. Vastly experienced but with a lower profile than the prodigiously gifted young Vieira, Garde was far more than just Patrick's valued companion at Arsenal – he was a strong voice in the dressing room in his own right with obvious tactical acumen and it's no surprise to me that he is forging such an impressive career in the higher echelons of the European game.

If you're here today then it almost certainly means you are as excited as I am about seeing these four sides pit their wits against each other. I can't let these notes pass without mentioning our own Arsenal side, of course. Seeing the team in red and white step out on their home turf for the first time ahead of a new campaign always provides a unique buzz, and I know everybody at the Club views this competition as vital practice for the impending campaign.

Whoever you're supporting this weekend, we are very glad to see you here – enjoy what I'm certain will be yet another highly entertaining Emirates Cup. ■

Celtic are the second Scottish team to have played at Emirates after Rangers, while Lyon follow compatriots Paris SG and Milan emulate Juventus, Inter and Roma