Video Game Results in Worldwide Exposure for Sheffield Businesses

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Two Sheffield businesses are receiving unique worldwide exposure thanks to the success of a video game.

EA Sports' Fifa 15 was released last month and shot straight to the top of the UK charts after single-handedly accounting for 80 per cent of all game sales on the week of its release.

Due to their sponsorship of Sheffield United Football Club, prestige vehicle dealer John Holland Sales Ltd and warehousing and distribution company DBL Logistics both feature on the chart-topping video game.

Although official sales figures are yet to be released by EA Sports, one of its predecessors, Fifa 13, was the number one selling game in 43 countries around the world the week it launched.

With Sheffield United being one of the franchise's licensed teams, their official kit is replicated in the game. As a result, the John Holland Sales Ltd logo can be seen on the front, and the DBL Logistics' logo features on the back of the Blades' in-game home and away shirts.

Mark Holland, business owner of John Holland Sales Ltd, which is based on Meadowhall Road, said: ""I am extremely delighted that we are featured on a game that is played by so many people worldwide.

"The Sheffield United shirt is seen all over the world, and the hugely successful Fifa franchise helps this. This is great news as it further enhances the profile of our business on a regional, national and international level."

Dave Clarkson, managing director of DBL Logistics, which is based at Tinsley Park Road, said: "We are used to going long distances doing our job, but I never expected DBL Logistics would be seen in countries such as Mexico, The United Arab Emirates, Australia and Japan."

ENDS

Photo captions: Both the John Holland Sales Ltd and DBL Logistics logos can be seen on the Blades kit in Fifa 15.

Released on behalf of John Holland Sales Ltd and DBL Logistics by HR Media Ltd. For further information contact Phil Hammond at HR Media, telephone 0114 252 7771 or email phil@hrmedia.org.uk**.**

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