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CEOs and Team Managers
RWC 2011 Participating Unions

Re: RWC 2015 – Pool Allocation Draw

March 23, 2012

Dear all,

Further to my note of January 24, I would like to provide you all with further information on the RWC 2015 Pool Allocation Draw (PAD).

Tournament format

The October 2011 Tier 1 Chairmen and CEOs meeting recommended to the IRB Council that RWC 2015 retain the same 20 team format as RWC 2011. This will be presented to the IRB Council on May 15, 2012 and confirmation will be provided after this meeting.

RWC 2015 Pool Allocation Draw

At its February 29 meeting the RWCL Board confirmed that the following principles that were successfully implemented for the RWC 2011 PAD would be retained for RWC 2015:

- i. To use the IRB World Rankings on December 3, 2012 to place the 12 directly qualified teams into the top three bands of four teams each for the RWC 2015 PAD
- ii. Allocate the regional Qualifiers into bands 4 and 5 (subject to IRB Council confirmation of the 20 team format at the May 2012 Council meeting)
- iii. To randomly draw from each band to determine RWC 2015 pools

Bands

The following bands will be used for the RWC 2015 PAD using the IRB World Rankings of December 3:

- | | |
|--------|--|
| Band 1 | The four highest ranked directly qualified teams* |
| Band 2 | The next four highest ranked directly qualified teams* |
| Band 3 | The final four directly qualified teams* |
| Band 4 | Oceania 1, Europe 1, Asia 1, Americas 1 |
| Band 5 | Africa 1, Europe 2, Americas 2, Repechage winner |

* The directly qualified teams are the teams that finished in the top 3 of each RWC 2011 pool

IRB World Rankings

The IRB World Rankings of December 3 will take into account the November 2012 internationals and also those scheduled for the weekend of December 1-2. The current IRB World Rankings can be found at any time at www.irb.com/rankings/full.

Date and venue

The PAD will take place in London on **December 3, 2012** following the November international window.

The timing of the PAD is important in the ongoing planning of RWC 2015. The following projects are all due for delivery in 2013 and rely on confirmation of the pool allocation, therefore necessitating a PAD in late 2012:

Venue selection	Matches need to be allocated to appropriate venues (considering both size and location) and therefore the selection of pool phase venues can only be completed following confirmation of the actual pool phase matches.
Match schedule	The match schedule can only be constructed once the pool allocation is completed so the needs of teams, supporters, the ticketing programme and broadcast scheduling can all be balanced.
Team planning	Confirmation of the pool allocation and development of the match schedule is needed to develop planning for team accommodation, travel, internal transport and other crucial logistical matters.
Ticketing programme	The tournament ticketing programme balances maximising attendances and revenues. The pricing structures to achieve these goals can only be developed once the range of actual pool phase matches is known.

The timing also allows additional interest and value linked to the IRB World Rankings to be generated around both the June and November 2012 internationals.

Further details regarding exact venue and timings of the PAD will be confirmed in due course.

Attendance

We would like senior representatives of all pre-qualified teams (ideally coaches and captains) to attend the PAD. We will work with non-European teams who have returned home prior to the weekend of December 1-2 to identify an appropriate available team / Union representative.

In this regard I will work with each of you to confirm your current team plans for this period.

RWC 2015 qualifiers

The qualification process uses regional systems already established and which were successfully used for RWC 2011. The process involves 80 teams, 184 matches and approximately 3,000 players across six continents. All 8 teams will qualify by the end of 2014. Full details of the process is available on our website: www.rugbyworldcup.com/qualifying

The first RWC 2015 qualifier match takes place in Mexico City tomorrow, March 24. Mexico will play Jamaica in a bid to earn one of eight qualifier places at RWC 2015. RWC 2011 referee Craig Joubert will

officiate at this RWC 2015 qualifier, with Bernard Lapasset (IRB Chairman), Lawrence Dallaglio (RWC 2015 Ambassador) and the Webb Ellis Cup in attendance.

While our planning continues to progress, please do not hesitate to let me know if you have any questions.

Many thanks,

A handwritten signature in black ink, appearing to read 'Enda Connolly', with a stylized flourish at the end.

Enda Connolly
RWC Coordinator

Cc: Robert Brophy, Acting Managing Director, RWCL
Kit McConnell, RWC Tournament Director
Paul Vaughan, ER 2015 CEO
Ross Young, ER 2015 COO
Simon Jelowitz, ER 2015 GM Rugby and Venue Operations