

HEADLINE: Messi says winning la Liga title would be for Tito Vilanova.

DURATION: 14:30

SHOWS: LE BRASSUS, SWITZERLAND (RECENT - MAY 5, 2014) (ACTUA PR - ACCESS ALL)

NEWS FEED

1. LIONEL MESSI IN HELICOPTER

2. VARIOUS OF LE BRASSUS THROUGH THE HELICOPTER WINDOW

3. VARIOUS SHOES ON TABLE FROM AUDEMARS PIGUET AMBASSADORS, INCLUDING FOOTBALL BOOT FROM LIONEL MESSI

4. MESSI GIVING PAIR OF FOOTBALL BOOTS TO AUDEMARS PIGUET CEO FRANCOIS-HENRY BENNAHMIA / SIGNS THEM

5. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, SAYING: "Obviously Tito would love if we win the Liga after everything that happened this year. He would be thrilled if we can dedicate the title to him, to someone that loved the club so much, that was so passionate."

6. MESSI PUTTING ON A WHITE ROBE

7. MESSI ENTERS AUDEMARS PIGUET MANUFACTURE LINE

8. VARIOUS OF MESSI VISITING THE MANUFACTURE

9. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, SAYING: "Well I think that la Liga is a very important championship because it represents a full year's worth of work. And we had a very complicated year, difficult. In the last years we've been experiencing difficult situations yet we always managed to overcome those. So if we win la Liga it would be very good for us. Will winning save the year, I don't know, but for sure it's a very important title."

10. MESSI WRIST WITH AUDEMARS PIGUET WATCH (ROYAL OAK CHRONOGRAPH LEO MESSI)

11. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON HOW IMPORTANT IT IS FOR LA LIGA TO HAVE THE THIRD TEAM (ATLETICO MADRID) COMPETING FOR THE TITLE:

"Yes, but not only for la Liga, but for all the competitions. I think Atletico Madrid has had a fantastic year. They are in the final of the Champions League, fighting until the last minute for la Liga title. Their performance is making la Liga even better, so I think it is very good but I hope that in the end we will be champions."

12. VARIOUS OF MESSI DURING VISIT TO MANUFACTORY

13. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON DIEGO SIMEONE ONE-DAY COACHING ARGENTINIAN NATIONAL TEAM:

"I don't know what he is thinking or what he really wants to do. Very likely one day we will see him at the head of the Argentina national team because he is a great coach and I think that he will want to coach the team."

14. MESSI SIGNS HIS IMAGE ON WALL

15. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON ARGENTINIAN CHANCES IN WORLD CUP:

"No, there is no pressure. Argentina is always obliged to fight for the championships. It's always among the favourites because of the relevance of Argentinean football. I think we

are in a good place now. We have a good opportunity of doing something big. We are calm and excited to achieve our goal.”

16. MESSI SIGNS SHIRT / POSES WITH ARGENTINIAN SHIRT

MESSI INTERVIEW

17. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, SAYING:

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18. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, SAYING:

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19. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, SAYING:

“It’s true that this year la Liga is very strange. The three teams that were leading it have made lots of mistakes. We, and the two other teams, didn’t win matches that we were supposed to win to secure the title. But today we are lucky enough to depend of ourselves.”

20. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON HOW IMPORTANT IT IS FOR LA LIGA TO HAVE THE THIRD TEAM (ATLETICO MADRID) COMPETING FOR THE TITLE:

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21. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON DIEGO SIMEONE AND HIS WORK AT ATLETICO:

“As I said before, Atletico Madrid and him completed a great year, they have been doing a good job winning titles. I think he is a coach that is helping the club a lot.”

22. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON DIEGO SIMEONE ONE DAY COACHING ARGENTINIAN NATIONAL TEAM:

“I don’t know what he is thinking or what he really wants to do. Very likely one day we will see him at the head of the Argentina national team because he is a great coach and I think that he will want to coach the team.”

23. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON BARCELONA’S STYLE OF PLAY LOSING EFFECTIVENESS:

“It’s normal. We have been playing the same way for many years and the rivals tend to know you better and find more ways to try to counteract our game. I would not compare us with the Bayern Munich because their style has always been different. Now Pep Guardiola is trying to make them play the way he always made his teams play. But for us has been always our way of playing. Barcelona has a style and this is not going to change. We are aware that it is getting more and more difficult for us because the other teams know us better, but this is the style of the club and the one it always had.”

24. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, COMMENTING IF BARCELONA NEEDS TO RENOVATE THE TEAM:

“I don’t know if a renovation is needed. What is very important is to win this Liga in which we only depend on ourselves and later we will see.”

25. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON ARGENTINIAN CHANCES IN WORLD CUP:

“No, there is no pressure. Argentina is always obliged to fight for the championships. It’s always among the favourites because of the relevance of Argentinean football. I think we are in a good place now. We have a good opportunity of doing something big. We are calm and exited to achieve our goal.”

26. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON WHO THE WORLD CUP FAVOURITES ARE:

“As usual I think that the main favourites are the most important national teams, those that are used to winning World Cups, those that won already once and the teams that are always fighting for titles. However, there are always surprises in World Cups. This tournament is very complicated. Playing well is not enough to win, there is more things that you have to take in account. That’s why it is so difficult.”

27. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON HIS VISIT TO THE AUDEMARS PIGUET MANUFACTURE:

“It was something extraordinary for me to visit today the workshop. I learned a lot of new things about the brand and about the watches that I didn’t know before.”

(SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, SAYING:

“I couldn’t believe how difficult it is to assemble a watch, piece by piece. There are so many pieces, all so tiny and it takes so much time, so much work and a lot of concentration to be able to finish one watch. To be honest, I was quite surprised to see how difficult it all is”.

28. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON COMMON VALUES HE HAS WITH AUDEMARS PIGUET:

“I think the perfectionism, the constant quest for perfection with lots of concentration. To make a watch you need to isolate yourself, focus on the task, drown out what is happening around you and do everything so that it will be perfect.”

29. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON HIS PARTNERSHIP WITH AUDEMARS PIGUET:

“Well, it’s been great. For me it’s wonderful to be able to be part of the Audemars Piguet family, to be among the impressive ambassadors that this group has and to just be a part of it. I’m very proud and I hope that this collaboration will last many years.”

30. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON BEING OFFERED A JOB AS WATCHMAKER:

“No (laughs)... as I said before I hope that I’ll have many more years in football and we’ll see what the future holds for me.”

31. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON AUDEMARS PIGUET DONATION TO HIS FOUNDATION (WATCH THAT WAS AUCTIONED):

“It was fantastic because we could build a hospital in Rosario (Argentina) with this donation and help lots of young people in the city who needed it. When I was a child I used to visit a lot this hospital with my family and friends and today to be able to collaborate on this was wonderful. I’m really happy with it.”

32. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON HIS VALUES THAT HE SHARES WITH AUDEMARS PIGUET:

“We share many similar values. If I have to highlight one it would be the value of family. I love being with my family, to keep strong ties with my family, to be all together, united. I think this is something that we have in common.”

33. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON BEING A FATHER:

“It is very important. Frankly to have a son was wonderful, something amazing. It’s something that I’m enjoying every day and my priorities have changed. Today my son comes first, and all the rest comes after.”

34. (SOUNDBITE) (Spanish) LIONEL MESSI, FC BARCELONA FOOTBALL PLAYER, ON WHAT HE WOULD DO IF HE WOULD HAVE MORE TIME:

“I’d like to spend more time with my son. Because of my job I have to be often away from home, either because of trainings, travelling for playing matches and that’s why I would love to spend more time with him.”

B-ROLL

35. LIONEL MESSI IN HELICOPTER

36. VARIOUS OF VAUD REGION THROUGH THE HELICOPTER WINDOW

37. MESSI ARRIVES TO LE BRASSUS

38. VARIOUS SHOES ON TABLE, INCLUDING FOOTBALL BOOT FROM LIONEL MESSI

39. BIG BASKETBALL SHOE FROM SHAQUILE ONEIL AND FOOTBALL BOOT OF LIONEL MESSI NEXT TO EACH OTHER

40. MESSI LOOKING AT BASKETBALL SHOE

41. MESSI GIVING PAIR OF FOOTBALL BOOTS TO AUDEMARS PIGUET CEO FRANCOIS-HENRY BENNAHMIA / SIGNS THEM

42. EXTERIOR OF AUDEMARS PIGUET HEADQUARTERS

43. BENNAHMIA AND MESSI COMING OUT OF HEADQUARTERS OFFICES

44. MESSI WALKING INTO MANUFACTORY

45. MESSI PUTTING ON A WHITE ROBE

46. MESSI ENTERS AUDEMARS PIGUET MANUFACTORY LINE

47. VARIOUS OF MESSI VISITING THE MANUFACTORY

48. MESSI POSING FOR PHOTOGRAPHS WITH WORKERS

49. VARIOUS OF MESSI SMILING

50. MESSI SIGNING HIS PHOTO ON WALL

51. MESSI WRIST WITH AUDEMARS PIGUET WATCH

52. MESSI SIGNING SHIRTS

53. MESSI POSING WITH ARGENTINIAN SHIRT

STORY:

Lionel Messi wants to dedicate the possible Spanish league title win to the memory of former coach Tito Vilanova.

Vilanova, who won the Spanish league title in his only season in charge of the Catalan club, died on April 25 after a long battle with throat cancer.

“Obviously Tito would love if we win la Liga after everything that happened this year,” the Barcelona star said in a recent interview.

“He would be thrilled if we can dedicate the title to him, to someone that loved the club so much, that was so passionate.”

Barcelona seemed all but out of the title race a few weeks ago, however recent slips from leaders Atletico Madrid mean defending champions are still in with a chance of

winning the league, when the two teams meet in a dramatic final-day decider at Nou Camp on Saturday (May 17).

"It's true that this year la Liga is very strange. The three teams that were leading it have made lots of mistakes. We, and the two other teams, didn't win matches that we were supposed to win to secure the title. But today we are lucky enough to depend of ourselves," Messi said while visiting his Haute Horology sponsor Audemars Piguet's manufacture based in Le Brassus, a small village in Swiss Jura mountains.

Atletico leads with 89 points, three better than Barcelona, which means a draw will be enough for Atletico to become champions for the first time since 1996.

But Messi still believes his club will not miss out on the second chance they have been given and will retain their la Liga title. Failure to do so would mean the football giant would finish the season without a trophy, first in seven years.

"Well I think that la Liga is a very important championship because it represents a full year's worth of work. And we had a very complicated year, difficult. In the last years we've been experiencing difficult situations yet we always managed to overcome those. So if we win la Liga it would be very good for us. Will winning save the year, I don't know, but for sure it's a very important title," Messi told Actua team.

With Barcelona struggling year, many are hinting on a major clear-out at the end of the season and a change of manager Tata Martino. Messi however doesn't think renovation is needed.

"We have been playing the same way for many years and the rivals tend to know you better and find more ways to try to counteract our game," he said.

"Barcelona has a style and this is not going to change. We are aware that it is getting more and more difficult for us because the other teams know us better, but this is the style of the club and the one it always had."

Atletico Madrid under the wings of Diego Simeone have had a fantastic year so far. The club has a chance of snatching la Liga title as well as lifting the Champions League trophy later this month when they meet fellow Spanish club Real Madrid in the Lisbon final. A four-time winner of the "Golden Ball" award believes having the third strong team from Spain can only bring benefits.

"I think Atletico Madrid has had a fantastic year. They are in the final of the Champions League, fighting until the last minute for la Liga title. Their performance is making la Liga even better, so I think it is very good but I hope that in the end we will be champions."

The 26-year old has also complimented the work of Simeone at Atletico and even hinted that one day he could be leading the Argentinian national team.

"I think he is a coach that is helping the club a lot," Messi said.

"Very likely one day we will see him at the head of the Argentina national team because he is a great coach and I think that he will want to coach the team."

Barcelona star also addressed his national team's chance of taking its first World Cup since 1986 at the upcoming World Cup in Brazil, insisting there is no pressure on the team to win the cup.

"Argentina is always obliged to fight for the championships. It's always among the favourites because of the relevance of Argentinean football. I think we are in a good place now. We have a good opportunity of doing something big. We are calm and excited to achieve our goal."

Audemars Piguet is the oldest fine watchmaking manufacturers still in the hands of its founding families (Audemars and Piguet). Since 1875, the company has written some of the finest chapters in the history of Haute Horlogerie, including a number of world

firsts. In the Vallée de Joux, at the heart of the Swiss Jura, numerous masterpieces are created in limited series embodying a remarkable degree of horological perfection, including daring sporty models, classic and traditional timepieces, splendid ladies' jewellery-watches, as well as one-of-a-kind creations. www.audemarspiguet.com