

PRESS RELEASE

Kentaro Brings Nike to Brazil World Tour

London (17.02.2010) – Specialist football rights agency Kentaro has finalised the sponsorship programme for the latest leg of its Brazil World Tour concept, by concluding a Presenting Sponsorship package with Nike for its Nike (Red) Campaign. Brazil will play the Republic of Ireland at the Emirates Stadium on March 2nd in a game to be broadcast live on ITV1 in the UK, on RTE in Ireland, Globo in Brazil and in over 100 countries worldwide. All worldwide sponsorship and television distribution agreements are handled by Kentaro.

Kentaro has brokered the deal for Nike to have broadcast sponsorship of the game on both ITV1 and RTE, as well as having a majority of the LED inventory and a range of other rights, including the use of a red ball and red goal nets. "Having concluded the deal with ITV1 and RTE, we are even more delighted to have Nike as the lead sponsor on the night," said Jonathan Hill, COO of Kentaro.

The game on March 2nd will be the fifth Brazil World Tour game Kentaro has taken to the Emirates Stadium and further cements the strong working relationship between Kentaro and Arsenal FC. Tom Fox, Chief Commercial Officer at Arsenal, commented: "Arsenal is delighted to once again be working with Kentaro in bringing another glamour international friendly match to the Emirates Stadium. We are also delighted that Kentaro has brought our existing partner Nike to this game, giving Arsenal further opportunity to be associated with the (Red) Campaign."

Other Brazil World Tour sponsors for this match include Brazilian blue-chip companies ITAU Bank, Ambev and Embratel.

Tickets are available at <http://www.arsenal.com/news/news-archive/brazil-v-ireland-ticket-information>.

About Kentaro:

Specialising in the global marketing of national football federations, leagues and clubs, Kentaro's core business is the international acquisition and distribution of premium broadcast rights. Kentaro has marketed the TV rights for over 250 matches in the build-up to the FIFA World Cup 2010, including 90% of the South American qualifiers. More than 25 federations - including England, the Republic of Ireland and the USA - rely on Kentaro's unique network and management skills, as do countless top club sides such as Arsenal FC, Chelsea FC and Liverpool FC. Headquartered in Switzerland with branch offices in London, Hamburg, Stockholm, Chicago and Rio de Janeiro, the world's fastest-growing sports rights agency also exclusively organises all friendly matches of the Brazil national team. Kentaro was also responsible for the historic internet broadcast of the Ukraine-England World Cup qualifier in October 2009.

Media Contact:

Johannes Berendt, +49-170-896-1549, jberendt@kentarogroup.com