

PRESS RELEASE

Maradona debut to attract gigantic TV interest

London (17.11.2008) – Scotland's international friendly match against Argentina has generated a phenomenal worldwide TV interest. More than 150 countries will broadcast Wednesday's clash between George Burley's Bravehearts and the two-times World Cup winners, encompassing all major TV territories across the globe. The game had been a hot commodity on the global TV market even before it emerged that the legendary Diego Maradona would make his eagerly-anticipated international coaching debut at Hampden Park. "As with all of Kentaro's games involving the Argentine and Brazilian national teams, we had recorded a very high interest from broadcasters all over the world," said Kentaro CEO Philipp Grothe. "Needless to say, the appointment of a living legend like Diego Maradona has increased the interest even further. We expect phenomenal viewing figures."

The game has been negotiated via a complex arrangement between the Scottish FA and Kentaro, who market Argentina's friendly matches on behalf of Renova. Next up for Maradona's men is a trip to Marseille on February 11, where they will play against France. Kentaro will be marketing the worldwide TV rights for that encounter at the Stade Vélodrome.

Kentaro will also be responsible for the organisation and marketing of the glamour international friendly match between Brazil and Italy at Arsenal's Emirates Stadium in London on February 10. A sell-out crowd of 60,000 fans is expected to witness the duel between the two international heavyweights, who boast an unrivalled tally of nine World Cup titles and 13 World Cup Final

appearances between them. "We are thrilled to stage yet another high-profile friendly in the heart of London," Grothe added. "The game will be a huge hit for football fans in England and all over the world."

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 markets 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 20 federations rely on Kentaro's unique network and management skills, as do countless top club sides such as Arsenal FC, Chelsea FC and Glasgow Rangers. Headquartered in Switzerland with branch offices in London, Hamburg and Stockholm, the world's fastest-growing sports rights agency also exclusively organises the friendly matches of the Brazilian and Argentine national teams.

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