

## PRESS RELEASE

### **ÖFB and Kentaro extend their partnership until 2013**

**Vienna (18.11.2009)** – The Austrian Football Association (ÖFB) and Kentaro Group have prolonged their media rights partnership. Kentaro will exclusively market the ÖFB's international media and TV rights up to December 2013. The marketing agreement includes the international television rights for all Austria's home qualification matches in the run-up to Euro 2012 and the 2014 World Cup. "We are delighted to continue our successful partnership with ÖFB," said Olaf Jochmann, Managing Director of Kentaro Germany. "Together, we have been able to increase the ÖFB's international presence. Kentaro's worldwide TV and media network will ensure that the ÖFB's marketing potential will be fully exploited over the coming years."

Kentaro has been marketing for the ÖFB since Euro 2008. The 3-1 victory over France in Vienna was the beginning of a successful partnership. ÖFB general manager Alfred Ludwig also welcomed the extension of the cooperation. "We are very happy with our international marketing relationship with Kentaro and are looking forward to being able to keep relying on the competence of Kentaro in the future. The interest in our rights was very high with eight agencies making concrete offers and in our final decision between the three remaining interested parties, the offer from Kentaro was the most attractive for the ÖFB," said Ludwig.

# KENTARO

## **About Kentaro:**

Specialising in the global marketing of national soccer 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 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.

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