

Press Release

Kentaro prolongs deal with Swedish Football Associations

Stockholm (12.01.2010) – Following a competitive tender process, Kentaro is pleased to announce that it has prolonged its agreement with the Swedish Football Associations Svenska Fotbollförbundet (SvFF), Föreningen Svensk Elitfotboll (SEF) and Elitföreningen Damfotboll (EFD) regarding the licensing of the media rights to all Swedish Football for the years 2011 to 2015. Kentaro has sublicensed selected media rights to the TV4 Group.

“We are delighted to have prolonged our present agreements with the Swedish Football Associations and are looking forward to continuing our cooperation with our highly valued partners SvFF, SEF, EFD and TV4,” said Philippe Huber, CEO of the Kentaro Group. “This comprehensive deal will enable all involved parties to further develop Swedish Football.”

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 20 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.

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