

**PRESS RELEASE****Kentaro to Market U.S. Soccer's Global Media Rights**

**London (09.10.2008)** – Kentaro and the U.S. Soccer Federation have signed a comprehensive multi-year deal over the distribution of U.S. Soccer's global media rights. During the next six years, all FIFA World Cup qualifiers and selected friendly matches played by U.S. National Teams will be exclusively brokered by Kentaro. The Swiss sports rights agency will be responsible for the marketing of the international broadcast and new media rights covering certain territories outside the U.S. "We are delighted to have attracted yet another highly-respected federation as a partner," said Kentaro CEO Philipp Grothe. "There is so much potential in American soccer. It will be an honor to help further enhance U.S. Soccer's international pedigree."

The partnership will continue the successful relationship between U.S. Soccer and Kentaro, who have teamed up during the past two years to stage a string of high-profile friendlies featuring the matches of the U.S. Men's National Team against Argentina and Brazil. Kentaro has also facilitated a handful of other Men's National Team friendlies, including Sweden (January 2008) and Brazil (September 2007). "We are looking forward to partnering with Kentaro and building on what has already been a beneficial relationship," said U.S. Soccer President Sunil Gulati. "We are confident that working with Kentaro will help us boost the worldwide profile of U.S. Soccer."

## **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 all friendly matches of the Brazilian and Argentine national team.

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