

PRESS RELEASE

Kentaro and sporteo establish joint venture

Wil (01.02.10) – The Kentaro Group is continuing its expansion: a joint venture has been established with sporteo Int. Sport Management (Schweiz) AG, generating synergy in the employment of LED-advertising boards. As a long-term partner of the Austrian Football Bundesliga, sporteo markets the TV-related LED-boards for eight of the ten Bundesliga clubs. Furthermore, the agency provided LED-boards for over 30 World Cup qualifying matches. “We too always preferred to rely on sporteo’s systems when marketing our many international qualifying and friendly matches,” said Philipp Grothe, the Kentaro Group CEO. “Considering our dynamic growth and in view of the upcoming Euro 2012 qualifiers, now is the perfect time to further expand our cooperation with sporteo.”

As one of the leading European sports rights agencies, Kentaro markets the global television and marketing right of over 30 European football clubs (including Chelsea, Arsenal and Liverpool) and over 25 national federations (including England, Sweden and the USA). The sporteo advertising board systems have also been used in the marketing of Kentaro’s Brazil World Tour. “We are delighted to work closer with Kentaro in the future,” said Hanno Egger, sporteo’s CEO. “LED-boards are the advertising platform of the future. Together with Kentaro, we will convince sponsors throughout the world of its benefits – and that is not only in football, but also in other sports.”

The headquarters for the new joint venture will be in Switzerland. Kentaro's Christian Koch will belong to the new management team while Hanno Egger will represent sporteo's interests.

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.

About Sporteo:

At the end of the nineties, sporteo was the first company to present sponsors on revolving boards at live football matches. Sporteo was the sports agency which established the 3D-boards in the German-speaking world and was one of the first companies in Europe to work with advertising boards using electronic animation. Sporteo offers a complete, in-house service package. These services include the transportation of video boards, their assembly and dismantling, their operation during the event as well as the creation and processing of animations. This holistic solution is what sets sporteo apart from most other providers on the market; they support teams and sponsors optimally with their extensive experience in implementing the latest method of advertising. From Azerbaijan to the Faroe Islands, from the Vienna derby to the semi-final of the UEFA Cup between Werder Bremen and Hamburg – over 100 football matches were accompanied by sporteo's three advertising boards.

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