

PRESS RELEASE

Kentaro to Market German Handball Giants HSV Handball

Hamburg (03.06.2010) – The HSV Handball club and Kentaro have agreed upon a long-term marketing contract. The Swiss sports rights agency will exclusively promote the marketing and hospitality rights of HSV in the TOYOTA Handball-Bundesliga (HBL), in the DHB-Pokal and in the European competitions with immediate effect. Furthermore, the partnership encompasses the joint conception, implementation and marketing of special events such as the official season opening, friendly matches and preparation events. “We are looking forward to working together with one of the leading sports rights agencies in Europe,” said Andreas Rudolph, president of HSV Handball. “For enduring success in sport, you need to have a marketing partner by your side which is as strong as it is professional.” Vice-president Dierk Schmäschke added: “This is another milestone in the development of HSV Handball. We will benefit in a great way from Kentaro’s network of contacts, expertise and creativity.”

Kentaro markets the worldwide TV and marketing rights of more than 30 European football clubs (including Chelsea, Arsenal and Liverpool) and over 25 national associations (including England, Sweden and the USA). Within the framework of the “Brazil World Tour”, Kentaro organises numerous friendly games of the Brazil national football team. In Germany, Kentaro is responsible for the overall marketing of the Sauerland Boxing stable, among others. “It is an honour to market the club

with the biggest potential in the HBL in future,” said Olaf Jochmann, managing director of the Kentaro Germany, which is based in Hamburg. “There is a reason why HSV Handball is the most popular club in the Bundesliga. The sporting and economic prospects are excellent for years to come. We will ensure that the marketing will not be eclipsed by these sporting standards.”

Pictured: Kalle Sauerland (Managing Director Kentaro Germany), Dierk Schmäschke (Vice-President HSV Handball), Christoph Wendt (General Manager HSV Handball), Olaf Jochmann (Managing Director Kentaro Germany).

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 25 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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