

Press Release

Kentaro to market the Football Association of Wales

Cardiff (25.02.2009) - Kentaro and the Football Association of Wales (FAW) are delighted to announce they have signed a long-term marketing deal. From January 2010 until the 2014 World Cup, Kentaro will not only distribute the FAW's international TV rights but will also market the federation's sponsorship and related media rights. "We are proud to welcome yet another British Isles federation to the ever expanding Kentaro family," said Peter Silverstone, Managing Director of Kentaro Limited. "It will be an honour to play our part in maximising the value of the FAW's rights."

Kentaro already have long-term marketing deals in place with the English Football Association as well as the Football Association of Ireland. "The cooperation with Wales will further extend our position as the market leader in the United Kingdom," Silverstone added.

Peter Rees, the president of the world's third-oldest association, is also looking forward to the cooperation. "We are pleased to have signed this deal and look forward to having a strong partner by our side in our quest to qualify for Euro 2012 and the 2014 World Cup."

David Collins, Secretary General of the FAW, said: "The FAW is delighted to resume its partnership with Kentaro. We believe that the new agreement will have many benefits for our Association."

KENTARO

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 teams.

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