

Press Release

Kentaro adds T-Home Cup to summer portfolio

Gelsenkirchen (19.06.09) – Further to the World Football Challenge, the Audi Cup and the Emirates Cup, Kentaro will also distribute the international TV rights of the T-Home Cup. On July 18 and 19, four of the best German teams will clash in a special two-day tournament at Gelsenkirchen's VELTINS-Arena as hosts Schalke 04, Bayern Munich, Hamburger SV and VfB Stuttgart will compete for the title. "We are pleased to have secured the TV rights for yet another exciting pre-season tournament," said Olaf Jochmann, managing director of Kentaro Germany. "Our unrivalled international network of broadcasting contacts will ensure that the T-Home Cup will get the global recognition it deserves."

Kentaro's summer portfolio features some of the biggest names in international football. While Chelsea, AC Milan, Inter Milan and Club America (Mexico City) all meet on U.S. soil during the course of the World Football Challenge (July 19-26), Manchester United, Boca Juniors, AC Milan and Bayern Munich collide in the Audi Cup in Munich's Allianz Arena (July 29/30). Arsenal, Glasgow Rangers, Paris Saint-Germain and Atletico Madrid are also engaged in the prestigious Emirates Cup held at the Emirates Stadium on the first weekend in August.

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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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