

## PRESS RELEASE

### Kentaro to market Emirates Cup TV and Sponsorship Rights

**London (30.04.2010)** – Kentaro will once again be marketing the international TV and sponsorship rights of the Emirates Cup. Now into its fourth season, the immensely popular pre-season tournament will again feature the very best of international club football. Joining hosts Arsenal FC over the weekend of Saturday 31st July and Sunday 1st August will be Italian giants and seven-time European Cup winners AC Milan, Scottish giants and first British European Cup winners Celtic FC and 2010 Champions League semi-finalists Olympique Lyonnais.

As the exclusive marketing and organisation partner of the Emirates Cup, Kentaro was responsible – in conjunction with Arsenal – for the selection and signing of all teams and will sell the international TV and sponsorship rights. “We have worked very hard with Arsenal to bring three top sides to the Emirates Stadium and ensure the Emirates Cup remains the pre-eminent club tournament in world football,” said Peter Silverstone, Managing Director of Kentaro Limited. “We will now focus on creating maximum global exposure and commercial revenue for Arsenal to ensure this tournament is another massive success both on and off the pitch.”

Kentaro will distribute the worldwide TV and related media rights (including the UK and Ireland). The tournament will again be host-broadcast by Sky Sports HD. Furthermore, Kentaro has a large sponsorship inventory which it will commercialise for both the tournament as a whole and for the individual matches.

## **Emirates Cup 2010:**

*Saturday 31st July 2010*

Celtic v Lyon (2pm Kick-off)

Arsenal v AC Milan (4.20pm Kick-off)

*Sunday 1st August 2010*

AC Milan v Lyon (2pm kick-off)

Arsenal v Celtic (4.20pm kick-off)

## **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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