

## Press Release

### Jonathan Hill to join Kentaro as Chief Operating Officer

**London (09.12.2009)** – Former Group Commercial Director of The FA, Jonathan Hill, is to join Kentaro at the start of the new year. Hill joins as Chief Operating Officer of the Kentaro Group, the world's fastest growing sports rights agency, specialising in the acquisition and distribution of premium football television and sponsorship rights, and he will be based in London. "I am very excited to be joining such a rapidly-growing network and to have the scope and opportunity to shape the future growth of the business," Hill said. "Having worked with Kentaro during my time at The FA, I know how knowledgeable they are about the business of football and I am committed to further extending their influence and activities within the world of football and into other areas."

Philipp Grothe, joint CEO of Kentaro, is delighted to welcome "one of the most sought-after industry specialists" to the Kentaro family. "We view the appointment of Jonathan as a real coup for the business and a signal of our intent to continue our rapid growth," Grothe said. "His outstanding results in developing the commercial programmes of both The FA and Wembley Stadium illustrate a quality of thinking and pro-active approach to doing business that will not only benefit Kentaro but also all of our key clients, particularly our FAs and Federations."

Hill joins the Kentaro Group on January 11th 2010.

## About Jonathan Hill:

- **2008 - present**            **Member of UEFA Marketing Advisory Committee**
- **2004 - Sept 2009**        **FA Group Commercial Director**
  - FA Executive Management Team member
  - Increased net revenues at The FA by £300m over the period
  - Responsible for:
    - Domestic and international television rights negotiations
    - Two four-year sponsorship cycles
    - The scheduling and staging of all England friendly matches + tours (eg US Tour 2005)
    - The brand development and marketing of The England team and The FA Cup
- **2003 - 2004**                **Commercial Director, Wembley National Stadium Ltd**
  - Responsible for the creation of the Wembley sponsorship programme
  - Development and marketing of the Club Wembley premium hospitality and 10-year-seat concept (14,000 licences sold to date)
- **1996 - 2002**                **Senior International Vice-President, Football Division, IMG**
  - Responsible for:
    - The management of the commercial programmes of a range of Federations and FAs
    - The acquisition and distribution of League, Federation and Club television rights
    - Consulting to new Leagues on the creation of new formats and competitions
- **1994 – 1996**                **Commercial Director, Euro 96, The FA**
  - Responsible for the sales and marketing of the LOC sponsorship and ticketing programme.
  - Creator of the "Football Comes Home" Tournament marketing slogan.

## 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.

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