

Press Release

Kentaro expands into South America with launch of Brazil office

Rio de Janeiro (10.08.2009) – In line with its global expansion strategy, the Kentaro Group is pleased to announce the opening of its first office in South America, where long-time business experts Carlos Perruci and Marcelo Pereira have been appointed by Kentaro Brazil. They will run the operations from Rio de Janeiro and report directly to Anders Carlsson, Head of Kentaro's Global Player Division. "Within a very short period of time, Kentaro has become a force in the European player management business," Kentaro joint-CEO Philipp Grothe said. "Now is the time to take the next step. The launch of the South American office will create fantastic synergy effects."

Kentaro is already a major player in the European player management business following the acquisition of the renowned Sports Entertainment & Media Group (SEM), as well as leading Scandinavian player agency Northern Sky, and is now looking to continue its international growth. "There is an incredible amount of talent in South American football," said Philippe Huber, Kentaro's other joint-CEO. "Carlos Perruci and Marcelo Pereira have unrivalled knowledge of the local football markets. Their expertise coupled with Kentaro's proven international network of contacts will complement each other nicely."

Perruci boasts 20 years of experience in South American football. The 40-year-old holds an MBA in Sport Management and is the General Secretary of the Football

Coach Union. He joins Kentaro from his position as executive partner of Perruci Faria Consultoria Esportiva.

Pereira, a lawyer by profession, has advised and represented a plethora of football players, coaches and managers during his 20 years in the industry. Before joining Kentaro, the 43-year-old was a partner at Souza Pereira and Ramos Pacheco Attorneys.

About Kentaro:

Specialising in the global marketing of national soccer 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 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.

Media contact:

Johannes Berendt, +49-170-896-1549, jberendt@kentarogroup.com