

PRESS RELEASE

Kentaro supports the development of football in Kosovo – A strategic alliance with the FFK

Pristina (20.11.2009) – The Football Association of Kosovo (FFK) and the Kentaro Group have agreed on a long-term strategic alliance to further advance the development of football in the Balkans. The agreement provides the FFK support with the organisational, infrastructural and sporting assembly of a professional Football Association. Furthermore, Kentaro will deal with its global media, TV and sponsorship rights. “We are delighted to be able to accompany the FFK on its way into international football,” said Philipp Grothe, CEO of the Kentaro Group. “There is such an enthusiasm for football in the whole of the Balkans.”

The FFK firmly expects to become a member of FIFA and UEFA in the foreseeable future. That would enable them to participate in the qualification rounds for World Cups and European Championships. “As soon as Kosovo is recognised by the EU and the UN as an independent state, there will no longer be any obstacle to it becoming a member of FIFA and UEFA,” said Fadil Vokkri, president of the FFK.

On February 17, 2008, the parliament in Pristina declared its independence. Since then, the new State has been recognised by 63 countries – including the majority of EU members. “It is particularly important for us to have a strong marketing partner at this stage who can help us with the organisation of friendly matches and with the creation of a professional marketing and association structure,” added Vokkri. “When we finally get there, we want to be competitive.”

The former Yugoslavia international, who represented Partizan Belgrade and Fenerbahce, among others, is looking forward to the cooperation with one of Europe's leading sports rights agencies. Vokkri said: "Together with Kentaro, we will establish Kosovan football."

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.

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