

PRESS RELEASE

Kentaro brings Jack Wolfskin to Emirates Cup

London (27.07.2010) – Kentaro is delighted to announce that Jack Wolfskin will be the official presenting sponsor of the 2010 Emirates Cup. The Germany-based outdoor equipment specialists will have significant exposure on the LED inventory as well as additional presence in and around the Emirates Stadium when hosts Arsenal, AC Milan, Celtic FC and Olympique Lyon lock horns in one of football's foremost pre-season tournaments on July 31 / August 1. "We are delighted to provide Jack Wolfskin with the perfect sponsorship opportunity to kick-start their expansion into the UK market," said Stefan Fueg, Kentaro's Global Head of Sponsorship. "The Emirates Cup Presenting Sponsorship Package guarantees unique exposure and will further boost Jack Wolfskin's brand awareness in the United Kingdom and all over the world."

Jack Wolfskin is among the leading global providers of functional outdoor clothing, footwear and equipment in Europe and the largest franchiser in the German specialist sports retail market. There are more than 300 franchise stores and 2,400 sales locations throughout Europe and Asia. In August, the company will open London's first Jack Wolfskin store in Westfield. "As we will keep making consistent and increased investments in raising our brand recognition, the initial partnership with the Emirates Cup plays an important role in promoting the Jack Wolfskin brand in the UK," said Manfred Hell, Managing Director of Jack Wolfskin GmbH & Co. KGaA.

EMIRATES CUP

July 31

Celtic FC v Olympique Lyon

Kick-off: 14:00 BST, 15:00 CEST

Arsenal FC v AC Milan

Kick-off: 16:20 BST, 17:20 CEST

August 1

AC Milan v Olympique Lyon

Kick-off: 14:00 BST, 15:00 CEST

Arsenal FC v Celtic FC

Kick-off: 16:20 BST, 17:20 CEST

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.

About Jack Wolfskin:

Functionality, quality and innovation for people who are at home outdoors

Jack Wolfskin is the leading provider of functional outdoor clothing, footwear and equipment in Europe and the largest franchisor in the German specialist sports retail market. Jack Wolfskin products are currently available in more than 300 franchise stores and at 2,400 points of sale across Europe and Asia. Jack Wolfskin products feature a high degree of functionality, user-friendliness and innovation. In recent years, Jack Wolfskin has successfully introduced numerous material and product innovations and holds several patents for technologies in the areas of clothing, rucksacks and tents. In the 2009 calendar year, the Company recorded sales revenues of €251.4 million in Europe, up 22 percent on the previous year. Jack Wolfskin GmbH & Co. KGaA is headquartered in Idstein im Taunus and employs approximately 400 staff.

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