

Press Release

Kentaro to market Audi Cup

Munich (17.06.09) - Kentaro is delighted to have added another prestigious pre-season tournament to its summer portfolio. In addition to the Emirates Cup and the World Football Challenge, Kentaro will also distribute the international TV rights of the Audi Cup, a two-day competition to honour the 100th anniversary of the Audi automobile brand. On July 29, Manchester United will face Boca Juniors in Munich's Allianz Arena before hosts Bayern Munich play in the second semi-final with AC Milan. One day later, the losers will meet in the match for third place with the winning sides competing for the tournament title. Kentaro will be responsible for the international distribution of the worldwide TV rights. "Thanks to the four glamorous participants, the esteemed brand of Audi and Kentaro's unrivalled worldwide network of broadcasting contacts, the Audi Cup will attract a huge interest all over the world," said Olaf Jochmann, managing director of Kentaro Germany. "We are honoured to cooperate with Audi on this project."

Also included in Kentaro's summer portfolio – the strongest on the market – is the Emirates Cup. On the first weekend in August, hosts Arsenal as well as Rangers, Paris Saint-Germain and Atletico Madrid will be giving a first glimpse of their new squads for the upcoming season at the Emirates Stadium. As Arsenal's official organisational and marketing partner of the two-day tournament, Kentaro has negotiated the teams' participation and is also responsible for the domestic and international TV rights distribution as well as the sponsorship sales.

Via an agreement with CAA (Creative Artists Agency), Kentaro will also distribute the international TV rights of the equally intriguing World Football Challenge. Between July 19 and 26, Chelsea, AC Milan, Inter Milan and Club América (Mexico City) will be involved in a special round-robin tournament at several top venues in the USA.

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 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 Glasgow Rangers. Headquartered in Switzerland with branch offices in London, Hamburg and Stockholm, the world's fastest-growing sports rights agency also exclusively organises all friendly matches of the Brazilian and Argentine national teams.

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