

PRESS RELEASE

KENTARO SEALS PARTNERSHIP DEAL WITH JEROME ANDERSON'S SPORT ENTERTAINMENT AND MEDIA GROUP

LONDON (12.02.2009) - Kentaro are pleased to announce that they have sealed a corporate partnership deal with Jerome Anderson's renowned Sport Entertainment and Media Group (SEM). As one of Britain's leading sports management agencies, SEM represents over 150 professional footballers and clubs in Europe's top leagues, and top media personalities, having worked in the past & present with and on behalf of international superstars such as Rio Ferdinand (Manchester United & England), John Obi Mikel (Chelsea & Nigeria), Thierry Henry (Arsenal/Barcelona & France), Ian Wright MBE (Arsenal/West Ham/Celtic & England), Charlie Nicholas (Arsenal/Celtic & Scotland), and football clubs including Barcelona, Juventus, Arsenal, Aston Villa, Chelsea, Everton, Liverpool, Manchester City and West Ham United to name but a few. All have relied on and benefited from the unique expertise provided by Anderson and his team. "Kentaro are delighted to join forces with what we believe to be the premier and most respected sports management agency in the world," said Philippe Huber, joint CEO of the Kentaro Group. And Philipp Grothe, Kentaro's other joint CEO, added: "After establishing ourselves in the TV rights and football event management business, we are now looking to further enhance our activities in the club and player management sector."

In 2007, Kentaro became a majority shareholder of Northern Sky, one of the leading player representation agencies in Scandinavia. "Thanks to SEM's incredible global network there will be fantastic synergy which will help us to continue our growth in the market," said Grothe.

Founded in 1984 by Jerome Anderson with headquarters in London, SEM currently employs 20 people with further offices in the United States, Portugal, Switzerland & Spain as well as a network of partners and advisors throughout the world. SEM represents clients in the football and entertainment industry. "We are proud to carry our association with Kentaro to the next level," said Jerome Anderson. FERBER & CO. acted as financial advisor to the Kentaro Group.

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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