

Press Release

Kentaro and Pitch distribute Liverpool pre-season games

London (29.06.2009) – Kentaro, in cooperation with Pitch International LLP, is delighted to announce it has added a string of Liverpool friendly matches to its summer portfolio. Between July 22 and August 8, Kentaro and Pitch will distribute the international TV rights of four Liverpool pre-season games. During their tour of Asia, Rafael Benitez's stars will clash with the Thai National Team in Bangkok before facing the Singapore National Team in Singapore. On August 5, Liverpool travel to Norway's capital for a test against FC Lyn Oslo. A glamour friendly game against Atletico Madrid at Anfield on August 8 will round off this marketing package. "We are delighted to have added another top English Premier League club to our summer portfolio," said Peter Silverstone, Managing Director of Kentaro Limited. "Our summer portfolio now features matches of top teams such as Liverpool, Arsenal, Manchester United, Chelsea, Bayern Munich, AC Milan, Inter Milan, Atletico Madrid and Boca Juniors to name but a few. We look forward to working with Liverpool."

Kentaro is also responsible for the organisation and marketing of the Emirates Cup, Arsenal's popular pre-season tournament featuring Glasgow Rangers, Paris Saint-Germain and Atletico Madrid. Via an agreement with CAA (Creative Artists Agency), Kentaro will distribute the international TV rights of the World Football Challenge. Between July 19 and 26, Chelsea, AC Milan, Inter Milan and Club America (Mexico City) are engaged in a round-robin tournament in top venues throughout the USA. Kentaro's summer portfolio also boasts the Audi Cup in Munich's Allianz Arena,

where hosts Bayern Munich are involved in a tournament with Manchester United, AC Milan and Boca Juniors, as well as the T-Home Cup. Schalke, Bayern Munich, Hamburg and Stuttgart will compete for the title at Gelsenkirchen's VELTINS-Arena. Kentaro's full summer portfolio can be found in the Event Dates section at www.kentarogroup.com.

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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