

## PRESS RELEASE

### **Kentaro work with DFB to organise Brazil game in Stuttgart**

**London (05.08.2010)** – Kentaro Germany has confirmed that it worked with the DFB (the German FA) to broker the recently announced Germany against Brazil international taking place in the Mercedes-Benz Arena in Stuttgart in August 2011.

“We are delighted to have co-operated closely with the DFB in bringing this game to life as part of the Brazil World Tour concept,” said Kentaro Germany Joint MD Olaf Jochmann, “and we look forward to working with the DFB on making the game a perfect celebration of the Mercedes Benz centenary”.

Kentaro Germany recently announced the appointment of joint Managing Director, Frederick Ness, to further develop its business within Germany.

Jonathan Hill, COO of the Kentaro Group added, “we are working hard to strengthen our relationships with the major FAs around the world, so to bring two of the very biggest Federations together in this game is very encouraging.”

Next week Brazil will play the USA as part of the Brazil World Tour on Tuesday, 10th August to officially open the new Giants Stadium in New York.

# KENTARO

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**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 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 The FA, the FAI and the USA - rely on Kentaro's unique network and management skills, as do countless top club sides such as Arsenal, Chelsea and Liverpool. 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.

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