



PRESS RELEASE

***the sportsman* to distribute CEV's European Volleyball Volleyball Champions League, European Beach Volleyball Tour and more...**

Luxembourg/Munich, 16th January 2008. The sportsman media group', a sports and media rights agency based in Munich/Germany, and the Confédération Européenne de Volleyball (CEV) have concluded a cooperation agreement for the marketing and distribution of European Volleyball competitions, amongst others the Men's and Women's Indesit European Champions League, the CEV Cup (Men and Women), the European League (Men) as well as the NESTEA European Beach Tour.

The distribution agreement on CEV's media rights includes worldwide television, internet and mobile rights. The extensive cooperation aims to enhance the media coverage and the international exposure of the CEV properties. A special focus is laid on the Indesit European Champions League, Europe's top volleyball club competition.

In order to fulfil the common intention to develop and boost European Volleyball the cooperation agreement entitles the sportsman not only to market and distribute Europe's top volleyball competitions, but also to show the events on the World Wide Web. The internet platform LAOLA1.tv, an affiliated company of 'the sportsman', hosts the 'Home of CEV Volleyball' on the internet. Commencing on the 22nd of January, LAOLA1.tv will present the Indesit European Champions League with live coverage and highlight clips giving the CEV's top club competition a worldwide platform and the volleyball community access to watch their favourite sport and the best volleyball players in the world on www.laola1.tv.

CEV President Mr. André Meyer emphasised in particular that "this collaboration, which has been set up for the CEV competitions is to promote the image of male and female volleyball and its sponsor partners to the benefit of the overall development of the sport. In addition to the already existing TV volleyball transmissions, successfully generated by the different national TV channels, the complementary live broadcast on internet on www.laola1.tv helps to spread volleyball pictures all over Europe."



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“We are very honoured and proud that the CEV has granted us the rights to their most prestigious properties. We are excited to be given the opportunity to develop and be part of the long-term success of one of the most exciting sports” says Thomas Krohne, CEO of ‘the sportsman media group’.”

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the sportsman media group

the sportsman media group is a sports rights and sports marketing agency. *the sportsman media group's* main business is the acquisition and distribution of media rights (i.e. television, internet, mobile devices rights) in sports. The agency which was founded in June 2004 by Thomas Krohne is based in Munich (headquarters) and Vienna. Newest member of the sportsman media holding is LAOLA1.tv. The internet video platform offers clips, behind the scenes and live broadcasts of various events of the sports world.