



PRESS RELEASE

GERMAN SOCCER-BUNDESLIGA in North America

‘the sportsman media group’ appoints specialist European-North American broker to tender audiovisual rights

MUNICH, GERMANY: 19 April 2006 – ‘the sportsman media group’ representing Betandwin.com has appointed specialist European-North American rights broker, Koror Media Ltd, to organize and implement an Invitation to Tender (ITT). The ITT includes the television, webstreaming and mobile rights in and to Germany’s top two divisions of its soccer league, known as the Bundesliga, for the territories of the USA, Canada and the Caribbean.

The tender document will be sent to interested parties within the next week.

Betandwin.com – one of the world’s leading providers of online gaming entertainment was appointed by the Ligaverband/Deutsche Fußball Liga (German Soccer Federation) last December as exclusive international rightsholders, outside Germany, for three seasons of Bundesliga matches (2006/07 through 2008/09).

The Bundesliga is one of the top four soccer leagues in Europe and one of the most competitive in the world. In addition to Bayern Munich, clubs such as Hamburg, Schalke and Werder Bremen are instantly recognisable names to soccer fans worldwide. This summer’s FIFA World Cup, hosted in Germany, will provide a showcase for the skill and flair of many of the Bundesliga’s young, talented international soccer players.

Commenting on the approach, sportsman media group CEO, Thomas Krohne said: “The Bundesliga is a wonderful sports property that may not have received the kind of exposure it deserves in North America. With the decision to issue for the first time in Bundesliga history an Invitation to Tender in the US and working with Koror Media, we intend to change that position.”



Based in San Francisco and London, Koror Media Ltd's CEO is Jeremy Koror. On the company's appointment, Koror stated:

"This is an exciting opportunity and consistent with the aim of developing the Bundesliga through thoughtful and, where appropriate, different approaches."

For more information and/or to receive a copy of the Invitation to Tender, please contact:

Jeremy Koror: Koror Media Ltd, San Francisco, USA
Telephone - +1 415 308 0791 or Email – jk@korermedia.com

Stefan Debus: the sportsman media group, Munich, Germany
Telephone - +49 8071 922 411 or Email – stefan.debus@thesportsman.de

the sportsman media group

the sportsman media group, founded in June 2004 by Thomas Krohne, 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 Munich-based company is the exclusive distribution partner of Betandwin which holds all media rights worldwide** for the German football league (Bundesliga) for the season 2006/07 until 2008/09.

*e.g. television, internet and mobile

**excluding Germany