

Press Release

the sportsman wins rights tender for the German Handball Bundesliga

Munich, August 6, 2009 – Starting with the 2009/10 handball-season the sportsman media group will market all international broadcast rights for the Toyota Handball-Bundesliga, one of the world's best handball leagues. The Munich based marketing-rights agency has won the tender process against several renowned competitors. The tender for these rights had been issued by the German broadcaster DSF – Deutsches Sportfernsehen, host broadcaster and rightsholder to all media rights for the German Handball Bundesliga. The package includes the classic television rights, as well as mobile and internet rights.

Dr. Johannes Ranke, the Licensing Director for the DSF: "We are delighted to work with the sportsman media group, a competent rights-marketing agency, with whom we already have a long term Partnership."

Thomas Krohne, managing director of the sportsman media group: "The Handball Bundesliga is a very prestigious German sports right and we are very happy to represent and distribute it globally. We believe that this product has great potential."

About the sportsman media group

the sportsman media group is a sports rights and sports marketing agency. Its core business is the acquisition and distribution of media rights (e.g. television, internet and mobile rights) and the marketing and consulting of sponsoring projects.

the sportsman is part of the sportsman media holding which also includes LAOLA1.tv - an online video platform offering background reports, highlight clips and live broadcasts from a wide variety of sport events - and unas media productions, expert in streaming services and video platform productions.

Media Contact Person

the sportsman media group gmbh

Stefan Debus
corporate communications

Cuvilliestraße 25
D-81679 Munich

Telephone +49 (0)89.20 000 38 14

Fax +49 (0)89.20 000 38 38

stefan.debus@thesportsman.de