

Press Release

the sportsman to market the Volkswagen SuperCup 2009

Munich, June 26, 2009 – the sportsman media group GmbH is the official marketing partner of the Volkswagen SuperCup 2009. The Munich sportrights and marketing agency will market all media rights of the game between the German Champions, VfL Wolfsburg, and the current DFB Cup winner, Werder Bremen.

The matchup of the two teams will occur on the 20th of July for the Volkswagen SuperCup 2009. The game between VfL Wolfsburg and Werder Bremen is the most important Soccer event before the start of the 2009/10 Bundesliga Season. The German Champions and the DFB-Cup winner will kick off at 8:20 p.m. at the Volkswagen Arena. Starting at 8:15 p.m., the ZDF channel will feature a live broadcast of the game.

“The Volkswagen SuperCup is a first-class event and one of the soccer highlights of this summer. Therefore, we are very happy, as marketers, to be able to contribute to the event”, Thomas Krohne, Director the sportsman. “This meeting of the top- two-teams from Wolfsburg and Bremen promises to be an exciting event”.

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.

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