



Deal Announcement

TALPA acquires Bundesliga rights for the Netherlands

'the sportsman media group' grants multimedia rights package to John de Mol company

München, 09.06.2006 – 'the sportsman media group' representing Betandwin.com has signed an agreement with TALPA TV selling a multimedia rights package of the Bundesliga for the Dutch territory. With this deal the Bundesliga has conquered another key territory. The rights granted to TALPA include the television and internet rights of Germany's elite league from the season 06/07 through 08/09. Besides the distribution via television TALPA will lay emphasis on the distribution via its web-channel network and plans to use the Bundesliga to increase its attractiveness.

„We are very happy to give the Bundesliga rights for that key territory to a new and innovative partner,” says Thomas Krohne, CEO of Betandwin distribution partner 'the sportsman media group', “we expect that our Dutch partner will contribute a great deal to further increase the value and importance of the Bundesliga!”

'the sportsman media group' is the exclusive distribution partner of Betandwin.com – one of the world's leading providers of online gaming entertainment which 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).



Talpa TV is part of Talpa Media Holding – the holding company that comprises all media activities owned by John de Mol. The most important parts are the radio division and the Dutch TV station Talpa. In addition, there are separate divisions for music, content development (for TV and other media) and cross-media activities.

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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