

Press Release

the sportsman Hires Sports Business Expert Peter Clayden-Spence

Munich, September 30, 2008 – The Munich sports rights and sports marketing agency the sportsman media group gmbh has hired sports business expert Peter Clayden-Spence as Director of Acquisitions. In this newly created management position, he will be responsible for purchasing rights and cooperations. Clayden-Spence has over 20 years of experience in different management positions in the sports business industry. Consequently, in addition to his excellent knowledge of the international sports market and the sports media world, he brings with him valuable contacts. In his previous function as Head of Programming and Acquisitions at Sport Klub – an Eastern European sports broadcaster chain that belongs to the IKO Group – he was responsible for launching the Sport Klub and Sport Klub+ brands in Central Eastern Europe with now a combined reach in excess of 15 million homes in the region.

Peter Clayden-Spence is effectively changing sides. As Head of Programming and Acquisitions at Sport Klub he was responsible for the programming process for all network-dependent channels and regions – from purchasing rights to broadcasting. The future Director of Acquisitions therefore knows the needs and requirements of TV networks from his own experience – and the ins and outs of the sports business industry.

Peter Clayden-Spence has a truly active background. He began his career at Channel Four in London in 1984 and later with Sky TV was part of the team that originally launched Eurosport. Following this he worked as a Producer in both the UK and US with a string of credits covering live and magazine programming formats for both terrestrial and cable/DTH broadcasters internationally.

Subsequently as Head of Sport and Presentation he was responsible for launching Channel One in London. Then he worked for the joint venture between Sky and Granada TV (GSB) across three UK based thematic channels before joining UPC as Vice President of Premium Sports Channels and launching Sport 1 across several European territories.

“I have had several opportunities to get to know the sportsman over the years,” says **Peter Clayden-Spence**. “I can fully identify with the agency’s work and philosophy. That’s why I am really looking forward to actively supporting the sportsman in my new role.”

Thomas Krohne, founder and Managing Director of the sportsman, is pleased to have brought such an expert on board: “Peter Clayden-Spence is absolutely perfect for the Director Acquisitions position. Not only does he have sound

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knowledge of rights trading, production and media, and excellent contacts, he thinks and acts like a businessman. And as a sports enthusiast he is a perfect fit for our team.”

About the sportsman media group

the sportsman media group is a sports rights and sports marketing agency whose core business is the acquisition and distribution of media rights (e.g. television, internet and mobile rights). To date, the sportsman media group is engaged in numerous prestigious projects such as the marketing and distribution of all media rights to the German Football Bundesliga (outside Germany), the Austrian Football Bundesliga, the European Volleyball Champions League, the European Handball Champions League and many more. Furthermore, the sportsman media group consults rights holders, such as federations, clubs, broadcasters, other entities and individuals in trading their rights to maximize their respective exposure and revenues in order to enhance the overall value of their product.

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.