

Press Release

the sportsman wins two international rights packages for the Bundesliga

The Munich based agency succeeds in a highly competitive bidding process and will export the Bundesliga to Southern Europe and Asia-Pacific for the upcoming licensing period

Munich, October 17, 2008 – the sportsman media group GmbH will continue to market media rights of the Bundesliga abroad in the future: The DFL Sports Enterprises GmbH has sold the rights to the Munich based sports rights and marketing agency for the next three years, starting with the season 2009/10: The successful bids encompass the Southern Europe and Asia-Pacific regions. In an international bidding procedure involving several high caliber competitors, the agency won the bid for two of the three rights packages on offer. This continues DFL Sports Enterprises' successful cooperation with the sportsman – the Munich based agency currently exclusively distributes all international media rights to the Bundesliga for the three-year period ending in June 2009.

The packages secured by the sportsman include Greece, Cyprus, Israel, Malta and Turkey as well as Brunei, Hong Kong, Indonesia, Cambodia, Laos, Macao, Malaysia, Myanmar, The Philippines, Thailand and Vietnam.

Thomas Krohne, founder and Managing Partner of the sportsman media group, is delighted to be able to continue the agency's cooperation with the Bundesliga for the next three years: "The final result of the bidding process is a huge success for us and we are very happy about this. The fact that we were able to successfully compete against large international agencies shows the appreciation for our expertise and experience with the Bundesliga." In the current marketing period the sportsman has already distributed Bundesliga games to 180 countries worldwide.

Dr. Robert Niemann, CEO of DFL Sports Enterprises: "For the marketing of the Bundesliga abroad, we continue to work with partner agencies which help to further increase the international prestige and media presence of German football throughout the world."

Jörg Daubitzer, COO of DFL Sports Enterprises: "By granting these rights to the sportsman, we have chosen to continue with the experienced partner that has already proven its great competence in marketing of the Bundesliga abroad."

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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.