



Press Release

the sportsman reaches record coverage for Volleyball Champions League

- TV transmissions in over 100 countries
- Top deals with NTV Plus (Russia), TRT (Turkey), Band Sports (Brasil), POLSAT (Poland) and Dubai Sports Channel (Near East)
- All matches also available worldwide on the Internet on LAOLA1.tv

Munich, November 3, 2008 – Record coverage for the CEV INDESIT Champions League: from the 2008/09 season on, volleyball fans in over 100 countries can follow Europe's most important club competition live on television.

The most important TV deals that the sportsman has so far closed are with NTV Plus for Russia and all CIS states, with TRT Turkey, Band Sports Brasil, POLSAT in Poland and the free-to-air broadcaster Dubai Sports Channel, which reaches over 100 million households in the Middle East. In addition, the sportsman has also signed a contract with bwin for the broadcasting of the matches on its betting portal.

LAOLA1.tv, an affiliated company of the sportsman media holding, will transmit all 176 games of the CEV INDESIT Champions League (both men's and women's) live and as a roundup with highlights on www.laola1.tv, which will make it the 'Home of CEV Volleyball' for all volleyball fans all around the world.

Thanks to this first-time standardisation and central control of the television signal achieved by the sportsman, and the corresponding elimination of the previous decentralised structures, the Munich-based sports rights and marketing agency has set the stage for the improved marketing and greatly increased popularity of the Volleyball Champions League.

André Meyer, President of the CEV, notes: "In close collaboration with the sportsman, the CEV is ready to meet the growing impact of TV coverage for the CEV Indesit Champions League. Thanks to a record of coverage, this most important club competition of the world benefits today from an extended visibility as well in Europe as on international level."

"Centralising all television signals now enables us to market the best volleyball club competition there is globally and to offer our media partners a high-quality TV product of the men's and women's competitions" says **Alexander Rösner**, responsible for the volleyball project at the sportsman. "The response up until now has been tremendous. This season's Volleyball Champions League can already be seen in over 100 countries."

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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.