

Press release

AREVA teams up with the sportsman for the implementation of its sponsoring activities

Munich, December 2, 2008 – The sports rights and marketing agency the sportsman media group (www.thesportsman.tv) will consult AREVA NP GmbH on an exclusive basis in implementing all its sponsoring activities for the local Nuremberg soccer club 1. FC Nürnberg. The Munich based sports business specialists have been appointed to consult the global energy company in all strategic, creative and operational matters regarding this sponsorship, including any supportive marketing and PR activities as well as the development and management of the hospitality program. Since the beginning of the current season, AREVA has been the jersey sponsor of the venerable Franconian soccer club. The company, which is headquartered in Erlangen, Germany, decided on this football sponsorship to primarily increase its brand awareness and recognition in the region of Franconia as well as the rest of the nation.

“Soccer is an excellent way of reaching many people, including potential new employees and sponsoring is the perfect communication tool to achieve this,” says **Ulrich Gräber**, spokesman of AREVA NP’s Executive Board. He deems professional support for his company’s sponsoring activities indispensable: “We depend on the best possible support from true experts. As far as this is concerned, we rely on and trust the sportsman – and rightly so, as the first, highly successful months of our partnership have demonstrated.”

“AREVA and the 1. FC Nürnberg both have a rich history and strong roots in the region of Franconia – a solid basis for a successful partnership,” says **Thomas Krohne**, managing director and founder of the sportsman media group gmbh. “We are pleased to be contributing our experience to meeting AREVA’s expectations placed in the sponsoring activities and to have both parties leaving the field as winners.”

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About AREVA NP GmbH

With manufacturing facilities in 43 countries and a sales network in more than 100, AREVA offers customers reliable technological solutions for CO2-free power generation and electricity transmission and distribution. AREVA is the world leader in nuclear power and the only company to cover all industrial activities in this field.

AREVA's 71,000 employees are committed to continuous improvement on a daily basis, making sustainable development the focal point of the group's industrial strategy.

AREVA's businesses help meet the 21st century's greatest challenges: making energy available to all, protecting the planet, and acting responsibly towards future generations.

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.