

## Press Release

### **European Handball Federation Marketing GmbH adds the sportsman to its Team – Marketing Offensive in the Americas, Eastern Europe, Middle East and Africa Planned**

**EHF Champions League will now flicker across the Screen of over 100 million homes in the Middle East due to Deal with Dubai Sports Channel**

**Munich, October 15, 2008 – Beginning this season, the Munich sports rights and sports marketing agency, the sportsman media group gmbh, will export the EHF Champions League and the EHF Champions Trophy to North and South America, Eastern Europe, the Middle East and Africa. The sportsman is beginning a marketing offensive for the European Handball Federation Marketing GmbH (EHFM) in selected regions. The aim is to extend the breadth of top class European handball even further. The deal which the Munich sports agency recently signed with EHFM comprises of multimedia TV, internet and mobile rights of the European club handball competitions in selected countries.**

The marketing partnership between EHFM and the sportsman extends to North and South America, Africa, Russia, Bulgaria, Serbia, Albania, Greece, the Czech Republic, Slovakia, Turkey, Ukraine and the Middle East. Celebrated handball greats from Germany, Spain, France and other nations will soon wow fans from farther afield. The first deals are already sealed. Free-to-Air channel Dubai Sports Channel will broadcast the EHF Champions League in 23 Middle Eastern and African countries (Saudi Arabia, Yemen, Oman, UAE, Qatar, Bahrain, Kuwait, Iraq, Iran, Syria, Lebanon, Jordan, the Palestinian territories, Egypt, Sudan, Libya, Tunisia, Algeria, Morocco, Mauritania, Djibouti, Somalia and Eritrea) reaching more than 100 million homes. Furthermore, the sportsman has concluded deals with NTV Plus from Russia (including all CIS states), Sport 1 from Lithuania, RTS from Serbia, RingTV from Bulgaria and STV from Slovakia.

**Peter Vargo**, Managing Director at EHFM, is looking forward to a successful partnership: “the sportsman not only brings excellent contacts but also extensive marketing expertise to our corporation. In our opinion, they have the essential know-how to optimize the use of multimedia rights and penetrate the market for the upcoming club handball competitions, which will in turn boost the popularity of our sport further.”

**Thomas Krohne**, founder and Managing Director of the sportsman, adds: “Although Asia and Africa are catching up, the best handball teams in the world still come from Europe. That’s why the EHF tournaments promise such exciting and interesting matches, which make for successful and long-term marketing – and the best way is for the EHFM and the sportsman to pool resources.”

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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.