



Press release

the sportsman brings Bundesliga highlights on board of Lufthansa flights

Munich, November 17, 2008 – Anxiously following a soccer game on your cell phone or the Internet is no longer a novelty. The new feature is that games will now be broadcasted above the clouds, thanks to the sportsman media group gmbh. In cooperation with the Munich based sports rights and sports marketing agency, Lufthansa AG will now show the highlights of the German Bundesliga for the current matchday on board all of its intercontinental flights.

The program, which runs for about 15 minutes, will review two games as well as giving all of the pertinent information on the most recent match day. Starting each Monday, passengers flying on Germany's largest airline can watch the best scenes and goals from the Bundesliga games played the previous weekend on 92 international flights from Frankfurt am Main, Munich and Düsseldorf.

This recap will be produced exclusively each week by unas media productions gmbh to serve this purpose. The Viennese production company is a subsidiary of the sportsman media group holding, which also embeds the sportsman media group. The Munich agency markets the rights to the Bundesliga outside of Germany.

"This proves once again just how valuable the broad setup of our holding structure is, under which, among other things, we bundle all of our sports and media competencies, from marketing rights to producing sports motion pictures as well as servicing, assembling and operating Internet platforms," said **Thomas Krohne**, founder and CEO of the sportsman media group.

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.

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