

PRESS RELEASE: IMMEDIATE

Olympic Council of Asia enters into Media Partnership with MP & Silva

OCA appoints MP & Silva as Media Advisor and Distribution Agency for all their multi-sporting events including 2014 Asian Games

SINGAPORE, 25 JANUARY 2012 - MP & Silva, an international sports media company, has announced today that they have entered a long-term global partnership with the Olympic Council of Asia (OCA) in order to distribute the worldwide media rights for the 2014 Incheon Asian Games, as well as the 2012 Haiyang Asian Beach Games, the 2013 Asian Indoor and Martial Art Games, the 2013 Asian Youth Games, the 2013 Asian Unity Games and the 2014 Phuket Asian Beach Games. MP & Silva will be working in close coordination with the OCA Marketing Agents Dentsu for the distribution of these rights.

The Asian Games, organised by the Olympic Council of Asia, takes place in every 4 years and it is the world's second largest multi-sport event after the Olympic Games, involving 45 nations of Asia and Middle East. With a television audience of billions of people, the 2010 Asian Games were watched in 850 million houses in China alone, with 2,500 hours of broadcasting transmission.

MP & Silva has established itself as the leading sports agency in Asia and Middle East, with offices in Beijing, Dubai, Hanoi, Singapore and Tokyo providing over 5,000 hours of programming to over 70 broadcasters, including CCTV, Al Jazeera, Starhub, NHK, J Sports, KBS, SBS and MBC. The company's Asian portfolio includes a wide range of European football championships as Italian Serie A, British Premier League, Spanish La Liga and others, as well as FIFA 2014 World Cup qualifying matches rights.

"MP & Silva has developed very strong links with Asian and Middle Eastern broadcasters and sports governing bodies over the years, and having the chance to be part of the Asian Games' media strategy and distribution is incredibly rewarding to us," said Andrea Radrizzani, Group CEO, MP & Silva. "In our capacity as Partner we will also act as media advisor in order to guarantee the highest level of production guidelines and innovation – including digital strategy and on social media portals. Our objective is to contribute to the success of the Olympic Asian sports movement and improve its reach to other regions of the world."

"Through this partnership, we are really engaging fans on a global scale, giving them the opportunity to follow all our competitions and to embrace the excitement surrounding the Asian Games," said OCA General Director Husain Al-Musallam. "I am thrilled to start this journey with a strong and loyal partner such as MP & Silva and we are determined to develop a long and lasting relationship."

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About MP & Silva:

MP & Silva is a leading international media company that owns, manages and distributes television and media rights to some of the most prestigious sports events around the world.

With an annual turnover in excess of USD\$ 250 million, the MP & Silva group has established an exemplary track record in distributing on a worldwide basis TV and media rights for sports federations, leagues, clubs and rights holders and represents some of the most important and world-class sports events.

The company's unparalleled television rights portfolio – providing annually over 10,000 hours of programming to over 500 broadcasters in 215 countries – includes Italian Serie A, English Premier League, Spanish La Liga, German Bundesliga, French Ligue 1, Major League Soccer (MLS), Brazilian national league (Brasileirão), Greek Superleague, Arsenal Football Club, the AC Milan Channel, several Asian National Federations, French Open at Roland Garros, eight ATP World Tour tennis tournaments, EHF Handball Champions League, FIA GT1 World Championship, DTM, Baseball World Cup, National Basketball Association (NBA), Spanish Basketball League (Liga Endesa) and more.

Headquartered in London and Singapore, MP & Silva operates worldwide through regional offices in Beijing, Budapest, Dubai, Dublin, Hanoi, Miami, Milan, Monaco, Munich, New York, Tokyo and Warsaw.

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