

PRESS RELEASE: IMMEDIATE

MP & Silva renews Italian Serie A International Rights

Agency wins tender to distribute international media rights of Serie A for 2012-13, 2013-14 and 2014-15 seasons

MILAN, 28 NOVEMBER 2011 - MP & Silva, a leading international sports media company, announced today that they have acquired the International Media Rights to the Italian Serie A for the 2012-13, 2013-14 and 2014-15 seasons.

The rights, awarded after a tender process by the Italian Serie A League, cover all territories worldwide excluding Italy.

Italian Serie A is the leading football league in Europe in trophies (30 total victories in UEFA Champions League, UEFA Europa League and UEFA Supercup). Italian football clubs also lead the ranking of European club victories (9) in the FIFA Club World Cup and Intercontinental Cup. The Ballon d'Or has been awarded 18 times to players of Serie A Clubs, more than any other league in the world.

Riccardo Silva, President, MP & Silva, said: "Since 2004 Italian Serie A has been our flagship property, therefore we are glad to have confirmed those rights also for the next seasons."

###

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 300 broadcasters in 160 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 ACB) 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.

For further information, please contact:

Rachel Hughes

MP & Silva

DID : +44 2032149905

Mobile : +44 7909527785

E-mail : rachel@mpsilva.com

Website: www.mpsilva.com