

PRESS RELEASE: IMMEDIATE

MP & Silva wins Italian Serie A International Rights

*Agency wins tender to distribute international media rights of Serie A
for 2010/2011 and 2011/2012 seasons*

MILAN, 9 November 2009 - 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 2010/2011 and 2011/2012 seasons.

The rights – awarded by the Italian Football League (Lega Calcio) after a Tender process – cover all platforms, including television, internet and mobile, in all territories worldwide excluding Italy. At the assignment of the rights, the twenty Serie A clubs constituting the Italian League voted with a clear 18-2 majority in favour of MP & Silva.

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

Massimo Cellino, Lega Calcio Serie A Board Chairman: “Riccardo Silva is a reliable partner for Serie A and it’s always a big pleasure to cooperate with him and with MP & Silva.”

MP & Silva’s current international football portfolio includes, Italian Serie A (worldwide), Barclays Premier League (in Japan and Vietnam), French Ligue 1 (across a number of Asian territories), Major League Soccer (worldwide), Arsenal TV (worldwide excluding UK), AC Milan Channel (worldwide), Aston Villa TV (worldwide), Greek Super League (in Asia and Middle East), Hyundai A-League (worldwide excluding Asia and Middle East), J-League Yamazaki Nabisco Cup (worldwide), in addition to rights from a number of international Football Federations.

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About MP & Silva:

MP & Silva is a leading international sports media company that owns, manages and distributes television and media rights to some of the most prestigious sporting events, including Italy's top professional football league, Serie A. The company operates worldwide through seven offices located in Singapore, Dubai, Milan, Miami, Tokyo, New York, and Monaco.

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