

## Press Release

### **Kentaro continues global expansion with launch of U.S. office – Jay Berhalter to lead North America Division**

**Chicago (16.07.09)** – The Kentaro Group will continue its global expansion with the opening of an office in the United States of America and the appointment of football executive Jay Berhalter as President. The 38-year-old joins Kentaro from the U.S. Soccer Federation, where he served as Chief Operating Officer. “We are thrilled to open our office in Chicago and welcome one of the most knowledgeable U.S. football business executives to our organization,” said Kentaro joint-CEO Philipp Grothe. “We have great belief in the U.S. football market and have ambitious plans to further the growth of the sport in the States. With his unique experience and network of contacts, Jay will lead Kentaro’s expansion into North America.”

Berhalter boasts a wealth of experience in the world of football having worked for two World Cup Organizing Committees (1994 World Cup and 2003 Women’s World Cup), a Major League Soccer team, the U.S. Soccer Foundation and, since 2000, the U.S. Soccer Federation as the Chief Operating Officer, during which time the organization has grown rapidly, almost doubling its annual revenues. “The sport of football and U.S. Soccer have made incredible progress over the past decade,” Berhalter said. “The opportunity to continue to contribute to the growth of the sport in a new way will be a great challenge.”

As one of the world’s leading sports rights agencies, Kentaro markets the media rights of more than 20 international football federations, including England, Sweden

and the USA, as well as over 30 top European soccer clubs, such as Chelsea, Arsenal and Liverpool. Kentaro also organises all friendly matches of the Brazil National Team and was responsible for taking the Seleçao to the U.S. in 2007 and 2008, staging matches in Boston, Chicago and Seattle. "Football is the world's most popular game and the U.S. is just starting to warm up to the sport," added Philippe Huber, Kentaro's other joint-CEO. "We look forward to entering this market and helping the sport reach its full potential in the U.S."

**About Kentaro:**

Specialising in the global marketing of national soccer federations, leagues and clubs, Kentaro's core business is the international acquisition and distribution of premium broadcast rights. Kentaro markets the TV rights for over 250 matches in the build-up to the FIFA World Cup 2010, including 90% of the South American qualifiers. More than 20 federations rely on Kentaro's unique network and management skills, as do countless top club sides such as Arsenal FC, Chelsea FC and Liverpool FC. Headquartered in Switzerland with branch offices in London, Hamburg, Stockholm and most recently Chicago, the world's fastest-growing sports rights agency also exclusively organises all friendly matches of the Brazil national team.

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