

Sports Research Powerhouses Cooperate

Two of the world's leading sponsorship research and consultancy agencies, SPORT+MARKT and REPUCOM International, have today announced a strategic alliance.

New York, Cologne 16 November 2010.

The Australian-American company, REPUCOM International and SPORT+MARKT AG, headquartered in Cologne, have formed a strategic alliance with the assistance of GF Capital, an investment group from New York, on 12 November, 2010.

Both REPUCOM and SPORT+MARKT will continue to operate under their respective brands, as will other companies that may join the group.

"This cooperation really is about bringing a truly consolidated offering to the global sports market", said REPUCOM CEO Paul Smith. Founded in Australia in 2004, REPUCOM has offices in ten countries around the world with its major office in the United States.

Hartmut Zastrow, one of the founders of SPORT+MARKT summed up the mood of both companies by stating "after 25 years creating leadership in Europe, we felt it was time to explore a truly global offering. REPUCOM was the perfect fit for us; between the two businesses we now have offices in 14 markets globally and our philosophies are completely aligned."

The deal was funded by the GF Capital Private Equity Fund, LP, a New York-based private equity firm focused on investments in the media and branded consumer products sectors.

The global sports business market continues to be a beacon in difficult economic times and like any large global market, reliable and trustworthy analytics are required to support its pricing and investment rationale. With SPORT+MARKT and REPUCOM delivering the highest quality services to their now even more extensive client base, the global market will have the benefit of the best global practice available.

Your contact:

Leonardo Giammarioli
International PR Manager

SPORT+MARKT
Luxemburger Str. 299
50939 Cologne
Germany

Tel.: +49 (0)221 430 73 177
Fax: +49 (0)221 430 73 111

Leonardo.Giammarioli@sportundmarkt.com
www.sportundmarkt.com



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