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2006 FIFA World Cup™ About Infront Sports & Media

Infront Sports & Media AG, based in Zug in Switzerland, is responsible for the worldwide marketing and sales of the broadcast rights to 2006 FIFA World Cup™ as well as other FIFA events.

Infront is the international sports marketing company resulting from the management-supported buyout of the former KirchSport AG in early 2003, with the backing of Robert Louis-Dreyfus, former head of Adidas and the international advertising agency, Saatchi & Saatchi.

Already established as one of the leading international sports marketing companies in the industry and a specialist service provider to sport, Infront possesses a blue chip portfolio of properties, with a heritage of successful partnerships with sport that go back many years.

As the market changes and more major rights holders build their rights in-house, Infront is responding with new business approach, which provides a closer and more effective level of partnership with its clients, whether they are sports federations, organising committees or sponsors.

A genuine commitment to sport

The majority shareholders of the company are Robert Louis-Dreyfus and Jacobs Holding AG, with minority stakes held by Dallah Albaraka, a company controlled by Sheikh Kamel, a highly influential investor in media in the Middle East and Asia, as well as Martin Steinmeyer. Infront's shareholders have a genuine commitment to sport and believe in building long-term relationships. As a result, some of its contractual relationships go back more than 20 years and are among the longest in the industry.

Exclusively responsible for the successful marketing of the worldwide broadcast rights to the 2002 and 2006 FIFA World Cup™, the biggest sports property in the world in commercial terms, Infront (as KirchSport) also handled all television production of the event in Korea/Japan through its subsidiary, Host Broadcast Services (HBS).

Infront represents premium sports properties, including the 2006 FIFA World Cup™, the IIHF World Championships in ice hockey, a portfolio of winter sports events in skiing, bobsleigh and luge, the EHF European Championships in handball, the German Football Association (DFB) and in China the national basketball association (CBA) and football federation (CFA), as well as many European national football associations and clubs.

Over 250 employees in 9 countries

Led by a stable and an experienced management team (see separate background information "Management Biographies"), the group has more than 250 employees across the group and is established in nine countries: Switzerland (headquarters), Austria, China, Finland, France, Germany, Singapore, Sweden, and the United Kingdom.

In summary, Infront has a solid portfolio of 'A' list properties, an experienced management team which has come together from the leading companies in the sports marketing world, proven industry contacts and a track-record of impressive economic performance.

Management

Oscar Frei*	CEO and President, Member of the Board of Directors
Philippe Blatter*	Deputy CEO
Günter Netzer*	Executive Director, Member of the Board of Directors
Wolfgang Streit*	Executive Director, Finance
John Kristick*	Executive Director, Marketing and New Business
Dominik A. Schmid*	Executive Director, Broadcast Operations
Oliver Seibert*	Executive Director, Media
Michael Francombe*	Executive Director, FIFA Legal
Bruno Marty*	Executive Director, Business Development

* Members of the Executive Committee

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