

Press Release

Infront Sports & Media acquires German sports marketing agency DSM Sportwerbung

Key step in strengthening football presence in Germany

Zug, Switzerland / Frankfurt, Germany, 21 June 2007 - Infront Sports & Media has agreed to acquire 100 % of the shares of Frankfurt-based sports marketing agency, DSM Sportwerbung GmbH. The transaction was signed in June and is being reviewed by Germany's national Merger Control Authority (Bundeskartellamt).

DSM Sportwerbung, founded in 2005, is the former sports advertising unit of DSM Deutsche Städte-Medien. DSM is one of the leading companies in the stadium advertising industry, with a reputation dating back for 30 years. It currently markets the stadium advertising rights of four clubs of the German Bundesliga, including three of the top eight clubs: Werder Bremen (Weser Stadion), FC Schalke 04 (Veltins Arena), VfL Bochum (rewirpowerSTADION) and Hansa Rostock (Ostseestadion), recently promoted from the 2nd Division of the German League. In Rostock DSM also offers first-class hospitality opportunities including business seats und sky boxes.

The company is best known for its innovative approach towards stadium advertising. It has been introducing groundbreaking concepts and formats continuously in the last few years, including large-format perimeter advertising and retractable in-stadium advertising space.

"The acquisition of DSM further strengthens the Infront Group's position in the business of football ground advertising; already an established business for us. We look forward to a long-term partnership with DSM's client clubs and their commercial partners and we are confident that we will be seen as a valued partner who will continue to deliver innovative solutions and first-class results," said Philippe Blatter, President & CEO of Infront.

Günter Netzer, a Member of Infront Group's Board of Directors, added: "The purchase of DSM Sportwerbung is an excellent opportunity to increase our presence in Germany – particularly at the Club level. We will offer more opportunities to our clients in one of the most important sport markets in the world. Bremen, Schalke, Bochum and Rostock are four very attractive Bundesliga clubs with considerable fan bases and exceptional stadiums."

The acquisition of DSM is part of Infront's long term strategy to build on its expertise in selected areas - such as football - and to become the market leader in key sectors. Germany is already a major market for Infront and this acquisition adds further to its portfolio and service offering.

The company's marketing rights portfolio in football already includes a long-term partnership with the German Football Federation (DFB) and marketing and/or media rights to many other national football associations and clubs in Europe. The majority of these are long-term partnerships, which have been renewed many times. In the case of the DFB, Infront has serviced the relationship successfully for more than 25 years.

The key management of DSM, including Managing Director Reinhardt Weinberger, will remain in place as part of the integration into the Infront Group. Mr. Weinberger said: "Being part of one of the most respected sports marketing groups in the business creates the potential for valuable synergies. We are very excited about the future within the Infront Group."

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