



## PRESS RELEASE

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## And the Nominees for the 2010 Sport Business Personality Award are...

Today, NZConsulting, Kantar Media and all the event's sponsors are pleased to announce the nominees' shortlist for the 2010 **Sport Business Personality Award**, the only prize in the industry to highlight a leading figure of the sports industry elected by its peers.

### 11 personalities in the running!

More than 200 Sport Business professionals (advertisers, media, sportsmen, agents, events planners, local authorities, experts...) took part in the vote to establish a short-list of the 11 most impacting leaders (a tie for the 10<sup>th</sup> spot) last year.

Out of the 97 mentioned names, the 11 front runners are (in alphabetical order):

- Christophe BLANCHARD-DIGNAC, President La Française des Jeux
- Mourad BOUDJELLAL, President RC Toulon & founder and CEO Editions du Soleil
- Jacques BUNGERT, Vice President Young & Rubicam & Co-President La Fondation du Football
- Laurent DAMIANI, Founder and CEO Community & President Sporsora
- Philippe GERMOND, CEO PMU
- Florence HARDOUIN, Marketing Director Fédération Française de Football
- Jacques LAMBERT, former CEO Fédération Française de Football & (title to be announced) Euro 2016
- Henri LEGARDA, President Le Mans FC & founder and President CEO Groupe Vallée
- Robin LEPROUX, President Paris Saint Germain
- Jacky LORENZETTI, President Racing Métro 92
- Jean-François VILOTTE, President ARJEL (French online gaming and betting regulating authority)

The laureate will be designated by a final vote of a broadened college of more than 1 500 Sports Business members, from March 8<sup>th</sup> to the 17<sup>th</sup>.

The 2010 Sport Business Personality will be announced **March 23<sup>rd</sup>** and he or she will receive its prize during a **ceremony** organised in Paris, in front of an audience of sports industry leaders and media representatives the same day.

### Top/high-quality sponsors

Once more, the Sport Business Personality Award is supported by sponsors, suppliers and partners:

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### Official sponsors:

Hublot - prestigious Swiss clock maker, sponsor for the first time.  
Leroy Tremblot – sport design agency.  
Nataf Fajgenbaum & Associés – law firm pioneer in sports law and also specialized in media rights.

### Medias sponsors:

Eurosport - 1<sup>st</sup> thematic paying tv channel.  
Les Echos - 1<sup>st</sup> business and finance daily paper in France.

### Official suppliers:

Adaka - interactive communication agency.  
Agence France Presse - international press agency.  
Liliane Fretté Communication - agency specialized in sports public and press relations.

The Sport Business Personality Award is proud to announce the opening of its official website, presenting all the information about this year's edition as well as well documented archives of the 1998-2008 prize: [www.prixdelapersonnalite.com](http://www.prixdelapersonnalite.com).

### About the Sport Business Personality Award:

Created by Nathalie Zimmermann, CEO of NZConsulting (consultancy in marketing strategy and development in sport) and Bruno Lalande, Director of KantarSport, (international and French leader in studies dedicated to Sport Business), the Sport Business Personality Award rewards a leading figure of the sports industry whose outstanding contributions helped to boost the development of the sports business on the French market.

This award was granted for the 1st time in 2009 to Jean-Michel Aulas, President of the Olympic Lyonnais Football Club and successful entrepreneur, for his actions and achievements throughout the past decade to promote and develop the Sport Business. This award, unique in the industry, has been since then attributed every year.

### About NZConsulting:

Based in London, NZConsulting is an international strategy consultancy dedicated to companies in the fields of sport, culture and entertainment. Supported by a network of senior consultants and international experts, NZConsulting helps its clients develop and enhance brand value and its monetisation. NZConsulting specialises on advising clients on revenue optimisation. Among others, NZConsulting works with the ACO (Automobile Club de l'Ouest), European Athletics and the FFT (French Tennis Federation).

### About Kantar Media:

Established in more than 50 countries, Kantar Media helps clients master the world's multimedia momentum through analysis of print, radio, TV, internet, cinema, mobile, social media, and outdoor worldwide. Kantar Media offers a full range of media insights and audience measurement services through its global business sectors - Audiences, Intelligence, TGI and Custom. Kantar Media also include Compete, Cymfony, SRDS and KantarSport. Drawing upon the deepest expertise in the industry, Kantar Media tracks more than 3 million brands and delivers insight to more than 22,000 customers worldwide.  
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