



PRESS RELEASE

March 22nd, 2011

Tomorrow, Teddy Riner, Judo World Champion, will present the 2010 Sport Business Personality Award

NZConsulting, Kantar Media and all the event's sponsors are pleased to announce that Teddy Riner, four times judo world champion, will present the 2010 Sport Business Personality trophy to the laureate. Last year it was another great judo personality, David Douillet who had this honor.

"This year's Sport Business winner will be revealed tomorrow, March 23rd at TF1 headquarter in Paris, in front of an audience of sports industry leaders and media representatives" says Bruno Laland, Director for KantarSport a Kantar Media solution.

For the first time this year, Hublot, luxury watchmaker, endows the Award and offers a watch for the winner. *"Hublot naturally decided to associate its name with the Sport Business Personality Award: in all our sponsoring actions and in all our relationships with ours partners, we try to share the key idea of performance, efficiency and innovation. Our part taking in this Sport Business prizegiving event is a perfect example of our brand's spirit and values"* explains Benoit Lecigne, French market director for Hublot.

11 personalities in the running!

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

Out of the 97 mentioned names, the 11 front runners were (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 Managing Director French Federation of Football & CEO-to-be 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 was designated by a final vote of a broadened college of more than 1 500 Sports Business members, from March 8th to the 17th.

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Once again, the Sport Business Personality Award is supported by several faithful 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 - 1st thematic paying tv channel.

Les Echos - 1st 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.

MEDIA PARTNERS



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.

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. www.kantarmedia.com

Press contacts:

Liliane Fretté Communication

Marie Laurens / Cédric Laurent

Tél: +33 (0)1 42 56 60 60

Email: mlaurens@relationpresse.com

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