



PRESS RELEASE

February, 7th 2012

OFFICIAL PARTNERS



MEDIA PARTNERS



Les Echos



OFFICIAL SUPPLIERS



The 2011 Sport Business Personality to be announced this Thursday!

All the event's sponsors and many key figures of the sports business industry will gather in Paris next Thursday to attend the **Sport Business Personality Award** ceremony. The 2011 winner will receive its prize from, **Nikola KARABATIC**, twice Handball World Champion and Olympic Champion.

This year's prize-giving ceremony, hosted by sport journalist and TV personality **Denis BROGNIART**, will be presented by two round tables discussions led by the most eminent sport business experts.

Round table N°1 - « TV rights: heading towards the end of exclusivity? »:

- **Fabienne Fajgenbaum**, founding member of Nataf Fajgenbaum & Associés
- **Michel Grach**, Media and Partnership Director of French Tennis Federation
- **Florence Hardouin**, Co-CEO of French Football Federation

Round table N°2 - « What visibility is needed for corporate sponsors in 2012 to help stand out? »:

- **Marine Boulot**, Communication Director of Europcar Groupe
- **Stéphane Daeschner**, Brand and Communication Director of MMA
- **Stéphane Devergies**, Director of TF1 advertising's sport and special interest channels
- **Cédric Girard**, Head of Marketing Partnerships Coca-Cola North West Europe & Nordics
- **Antoine Tremblot**, CEO of Leroy Tremblot Agency

10 personalities in the running!

An electoral college of more than 200 sport business professionals (commentators, media, sports men and women, agents, events planners, local authorities, governing bodies, experts, lawyers, etc.) was consulted to draw up a short-list of 10 personalities who stood out during the year.

The 10 nominees are (in alphabetical order):

- **Nasser AL-KHELAÏFI**, President of Paris Saint Germain
- **Georges BARBARET**, French Golf Federation President
- **Jean-René BERNAUDEAU**, Europcar Cycling Professional Team General Manager
- **Charles BIETRY**, Al Jazeera Sport France Channel Director
- **Joël DELPLANQUE**, French Handball Federation President & International Handball, Federation General Secretary



PRESS RELEASE

- **Philippe GERMOND**, PMU Chief Executive Officer
- **Pascal GRIZOT**, President of the Ryder Cup France Commission 2018
- **Philippe GUILLEMOT**, Europcar Group General Manager
- **Bernard LAPASSET**, International Rugby Board President
- **Noël LE GRAËT**, French Football Federation President

OFFICIAL PARTNERS



MEDIA PARTNERS



OFFICIAL SUPPLIERS



The 2011 laureate was designated by a final vote of an extended college of more than 1 500 sport sector professionals, from January, 19th to February, 1st.

Highly recognized sponsors

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

- Official sponsors:
 - o Hublot - prestigious Swiss clock maker
 - o Kantar Media - media insights and audience measurement services
 - o Leroy Tremblot - sport design agency
 - o Nataf Fajgenbaum & Associés - law firm pioneer in sports law and also specialized in media rights
 - o NZConsulting - an international strategy consultancy dedicated to companies in the fields of sport, culture and entertainment
- Medias sponsors:
 - o Eurosport - 100% first sports channel audience and reputation
 - o Les Echos - 1st business and finance daily paper in France
 - o Sponsoring.fr - sports business news expert
- Official suppliers:
 - o Adaka - interactive communication agency
 - o Agence France Presse - international press agency
 - o Liliane Fretté Communication - agency specialized in sports public and press relations

The Sport Business Personality Award's official website offers additional information about this year's edition as well as well documented archives of the previous editions: www.prixdelapersonnalite.com

About the Sport Business Personality Award:

Co-founded by Nathalie Zimmermann, CEO of NZConsulting based in London and Bruno Lalande, 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.

Press Contacts:

Liliane Fretté Communication

Marie Laurens / Cédric Laurent

Tél : +33 (0)1 42 56 60 60

Email : mlaurens@frettecommunication.com / claurent@frettecommunication.com