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And the 2011 Sport Business Personality Award nominees are...

All the event's sponsors are pleased to announce the nominees' shortlist for the 2011 **Sport Business Personality Award**, the only prize in the industry to highlight a leading figure of the sports industry elected by its peers.

10 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 10 most impacting leaders last year.

The 10 front runners are (in alphabetical order):

- **Nasser AL-KHELAÏFI**, President and CEO of Paris Saint Germain Football Club
- **Georges BARBARET**, President of the French Golf Federation
- **Jean-René BERNAUDEAU**, General Manager of Europcar cycling team
- **Charles BIETRY**, CEO of Al Jazeera Sport France
- **Joël DELPLANQUE**, French Handball Federation President and International Handball Federation General Secretary
- **Philippe GERMOND**, CEO of PMU
- **Pascal GRIZOT**, Ryder Cup France 2018 Comity President
- **Philippe GUILLEMOT**, CEO of Europcar
- **Bernard LAPASSET**, International Rugby Board President
- **Noël LE GRAËT**, French Soccer Federation President

The 2011 laureate will be designated by a final vote of a broadened college of more than 1 500 Sports Business members, from January, 19th to February, 1st.

The 2011 Sport Business Personality will be announced **February 9th** and he will receive the prize from Handball Olympic gold medalist and World Champion Nikola Karabatic, during a **ceremony** organised in Paris.



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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 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.

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