



## PRESS RELEASE

# Eurosport Opens New Advertising Sales Office in Geneva

**July 1, 2009 -- Eurosport Group announced today they have opened a new sales operation in Geneva, Switzerland to strengthen the existing structure of its Key Accounts and Partnership team. This is the latest development in Eurosport's increasing advertising involvement worldwide following the opening of its sales office in Tokyo in September 2008.**

The first Eurosport office in Switzerland was opened 1991 in Zurich. The Zurich team, today headed up by Gabi Moraschini, Commercial Director Switzerland, Austria and Benelux, has since developed strong and important partnerships with prestigious brands throughout the regions, such as Rolex, Nespresso, Alinghi, Omega, ING, Longines and UBS.

The opening of the Geneva office represents a key step in the regional development of Eurosport's **Key Accounts and Partnerships division**, led by Michael Vaughton, International Commercial Director. This division is already present in Paris, London, Munich and New York.

Sonia Pérez, who recently joined the Eurosport Group, has been appointed Sales Manager and is based in the new Geneva office. She will be seconded by Yoann Monsch, Sales Executive.

*"In the past years Eurosport's Key Accounts and Partnership division has gone from strength to strength. It is as a result of our commercial success, in addition to the market potential, that we have decided to take our operations one step further by adding a new regional office in Geneva to further develop our business and better serve our clients."* explains Michael Vaughton, Eurosport's International Commercial Director.

Eurosport's Global Commercial Director Olivier Fisch adds, *"As Europe's leading Sports Entertainment Group our role is to offer our clients the most effective and innovative communication's campaigns across our multimedia sports platform. We believe that being geographically close to our clients is key and allows us to anticipate their needs and quickly propose adapted solutions. Our presence in Geneva will also enable us extend our media platform, services and commercial offers to new clients."*

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**NOTE: Eurosport's Zurich office is moving; as of July 9 you can find it at:**

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## About Eurosport Group

The **Eurosport Group** is the leading sports entertainment group in Europe. **Eurosport**, the n°1 pan-European TV channel, is transmitted in 20 languages reaching 116 million homes and 240 million viewers across 59 countries. **Eurosport HD** is the high definition simulcast of Eurosport. **Eurosport 2**, the new generation sports channel, broadcasts to 35 million households in 11 languages across 46 countries. **Eurosport Asia-Pacific**, launched in 2006, already reaches 12 countries in the region. **Eurosport Network of websites** is Europe's n°1 online sports destination, up to 9.9 million unique visitors\* per month across all 9 websites, including four co-branded sites with Yahoo! (.uk, .it, .de, .es) and dedicated sites in France, Poland, Russia, Sweden and China. **Eurosportnews** provides up-to-date sports news transmitted worldwide. **Eurosport Mobile** offers Live streaming, plus mobile sites in 8 languages providing breaking sports news and results. **Eurosport Events** is the group's expert division in the organisation, management and promotion of international sporting events. \*comScore June 2008

