

Press Release:

Couchmans advises NFL and European Professional Club Rugby on major new media rights deals

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Couchmans, the UK's leading sports law practice, has recently advised two new clients on major media rights deals:

- the **NFL** on its new 5 year deal with BSkyB, extending their relationship until 2020 and introducing the legendary "Monday Night Football" to the UK; and
- **European Professional Club Rugby** in relation to its 4 year agreement with IMG for the distribution of the international media rights to the new European club rugby tournaments, the European Rugby Champions Cup and the European Rugby Challenge Cup.

Andrew Price, Partner, Couchmans said, "*We are delighted to have been engaged by two new high profile clients and to have advised on such premium sports rights. To be involved at the dawn of a new era in European Rugby and to work with such an iconic client as the NFL has been a privilege*".

For further information contact:

Andrew Price, Couchmans LLP: andrew.price@couchmansllp.com

Note to Editors

Couchmans LLP is a commercial law firm based in London offering specialist legal advice to the sports, sponsorship and media industries internationally. The leading independent legal directories say the following about the firm:

“The UK’s leading sports boutique” (Legal 500)

“If you want someone who knows the sports business inside out, these are the guys to call” (Chambers & Partners)

“Formidably strong line-up ... the firm dominates the commercial side of the sector” (Legal 500)

“A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry” (Legal 500)

“The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings” (Chambers & Partners)

“The achievement of this firm is incredible ... the country’s number one sports boutique” (Chambers & Partners)

Website: www.couchmansllp.com