

## Press Release:

### Couchmans Acts in Olympic Publishing Deal

Date of Release: 13 January 2011

Couchmans LLP, the market-leading specialist sports law practice, has acted for Haymarket Media Group in its deal with the London Organising Committee of the Olympic Games and Paralympic Games ('LOCOG') to become the official supplier of programmes for London 2012. Haymarket will produce and print an estimated 2.5 million programmes for the Olympic and Paralympic Games including the Official Programme for each of the Games and daily programmes for all event action.

Nic Couchman, Chairman of Couchmans, said, "Our involvement in London 2012 through various commercial parties is increasing as the Games draws closer and I'm delighted that we were chosen by Haymarket to represent them in such an important deal. It's fantastic that all programmes for the 2012 Olympics will be produced here in the UK".

Cormac Bourne, Director of the Sports Division at Haymarket added, "It was a pleasure to work with Nic and his team on this landmark deal for us, they showed great understanding throughout of our commercial objectives".

For further information contact:

Nic Couchman, Couchmans LLP: [nic.couchman@couchmansllp.com](mailto:nic.couchman@couchmansllp.com)

#### **Note to Editors**

**Couchmans LLP is a commercial law firm based in London offering specialist legal advice to the sports and sponsorship industries across 25 sports 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)*

*“Remarkably successful at a time when other firms have been looking to exit the sports market ... winning business model” (Legal 500)*

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

Website: [www.couchmansllp.com](http://www.couchmansllp.com)